

HERO Practice Opportunity Description

Suggested Ingredients

Your practice opportunity description will be one of many sent to HERO candidates in the form of bi-monthly lists. Therefore, it is important that it be compelling. In feedback surveys of HERO candidates, one message comes across very clear: *the more information the better!* Tell it like it is but, at the same time, emphasizing the positive.

- What profession and specialty are you seeking? If you are seeking a nurse practitioner, will you consider Adult as well as Family? How about Women's Health Care? Pediatric? Will you welcome inquiries from general practitioners as well as board certified/eligible family practitioners?
- If you are seeking a midlevel provider, will you consider physician assistants as well as nurse practitioners? A PA can be utilized as effectively as an NP in most practices and you would, in effect, double the pool of candidates from which to choose. Physician assistants can practice without on-site supervision in many situations.
- What will this new provider be paid? Be up front regarding the salary or range for this position - specify it. If you avoid mentioning a salary or range. Most candidates will assume it's so low that you are too embarrassed to put it in print, and will move on to the next opportunity. Most HERO candidates are not seeking rural opportunities because of the money; they simply want to know if they can make a living. If you are offering a base plus bonus incentives, tell them so. If it is strictly fee-for-service, tell them that.
- What does your benefits package include? Does your health insurance plan cover the employee only or his /her family as well? Do you offer a retirement plan? Do you cover the cost of (and provide paid time off for) continuing education? List absolutely every perk that comes with the job, including non-traditional things unique to your situation - free childcare, administrator has her own private airplane, etc.
- What call schedule will this new person be expected to maintain? With whom will it be shared? If it is 24 hours/day, 7 days/week, consider looking into OHSU's Nurse Consult service - telephone triage to lighten a providers call burden.
- Who is the expected patient population, and what does this mean to the provider? Will the new person need Spanish language skills? Do you require OB skills? Can they expect to see lot of pediatric patients? Geriatric? Uninsured? Trauma?
- What do you expect the person's hours to be? Will you expect them to hold evening or weekend clinics? Would it be possible for them to work less than full time? Newly trained providers love flexibility - job sharing, .75 FTE positions, etc.

- What can you say about the facility? How many exam rooms are there? Is there a lab on site? X-ray? How old is the building? How many other providers (and of what type) are currently practicing there? What support staff are in place?
- Where is the nearest hospital? How many beds does it have? What are the specialties of the other physicians who have privileges there?
- How many Oregon Health Plan patients do you see? How has the OHP affected the clinic or practice? Has “managed care” arrived in your community? How has it affected care in your community? How has it affected you? What impact do you foresee it having in the future?
- Does your practice participate in any of OHSU’s student/resident rotations, or those of any other institution? This affiliation with academia is very desirable, particularly to recent graduates.
- What can you tell us about the community? Review materials from your local Chamber of Commerce or tourism office - attributes that mean nothing to you may be very appealing to others. What religious faiths are represented in your town, or near it? What social services are available? What is your town known for? What makes it unique? If your high school swim team has turned out 10 Olympic athletes in the past 15 years, say so! Where is the nearest shopping center? Where is the nearest airport?
- Tell us something concrete about your school system. “Good schools” doesn’t cut it, and Oregon has a poor reputation regarding its public school system. Do your schools have a Talented and Gifted program? Health careers program? Do a higher than average percentage of high school grads go on to college? What is the teacher-student ratio in the classrooms? Do students have access to computers and other technological advances?
- What higher education opportunities exist in your area? List community colleges, technical/vocational schools, distance to nearest universities, etc. How about employment opportunities for spouses and other family members? What are the leading industries in the area; who are the major employers?
- People move to rural communities to escape the anxieties inherent to the city. Emphasize your low crime rates, slow pace, safe streets and friendly people. If they wanted an urban atmosphere, they would not have contacted HERO in the first place.
- Recreational opportunities are *extremely* important to candidates. The specifics of the practice determine the candidate’s “top ten” list, but it is often the social and recreational amenities that ultimately tip the scales of their decision. “Abundant recreational opportunities” says nothing - they are told that by all of your competitors, as well. Be specific about what your area has to offer, paying particular attention to those things that contribute to the unique character of your community. Proudly announce what makes living in your area *fun!*
- What internet cable connections are available to the community? With distance learning and work-at-home options for family members, this may be a crucial selling point.
- *Why would you want to live and work there?*