

Nurturing Lives. Strengthening Communities.



CITIZEN.VOLUNTEERS.LIMITED

Enhancing Underserved Community Healthcare



teach. learn. provide.

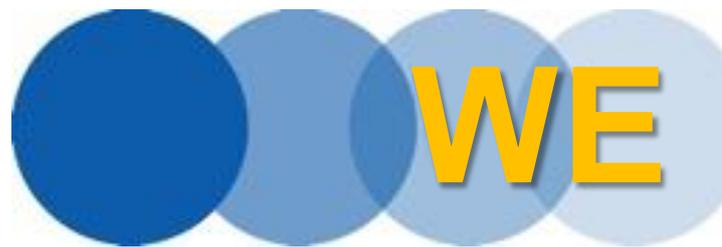


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Enhancing Underserved Community Healthcare

WHAT IS THIS ABOUT?

- We are a group of professionals with recruiting industry experience.
- Our vision is for each Federally Qualified Health Center (FQHC) to have access to the primary care physicians (PCPs) they need.
- Our mission is to organize and train local citizens in FQHCs to recruit their own PCPs.
- We propose a pragmatic approach that can begin at once: recruit PCPs from areas where there are too many to FQHCs.
- The Nation has 1 PCP for each 1,126 people. Federal guidelines range from 1:2,000 to 1:3,500 people. We presently have enough PCPs in the nation. They are just not where they are needed most.
- We believe that trained people who love their communities can be better at recruiting than professionals. They have only one client.



WE BELIEVE

**THERE IS ONLY ONE WAY TO FIND OUT
IF A PHYSICIAN MIGHT CONSIDER A
NEW PRACTICE OPPORTUNITY:**

ASK!

**It takes a lot of skilled people to do the asking.
We train local volunteers to do this well from
their own call centers in their communities.**

WHY? A CALL CENTER

- **PETER FELIX**, President
- **ASSOCIATION OF EXECUTIVE SEARCH CONSULTANTS**
- “The whole purpose of proactive recruitment is to bring into consideration candidates that might not be otherwise identifiable in the market. They may not respond to an advertisement. It opens up a whole range of candidates who might not have been aware of or shown interest in your appointment.”
- **IF NO ONE FROM YOUR HEALTH CENTER ASKS PCPS TO COME THEY WILL NEVER KNOW WHERE YOU ARE OR WHAT YOUR COMMUNITY IS LIKE.**
- **YOU WILL RECRUIT MORE PCPs FROM YOUR OWN LOCAL CALL CENTER.**

BECOME PRO-ACTIVE!

IF PHYSICIAN POSITIONS COULD BE FILLED BY MERE ADVERTISING THERE WOULD BE NO WORK FOR THE 247 MEMBERS OF THE NATIONAL ASSOCIATION OF PHYSICIAN RECRUITERS AND THEIR ORGANIZATIONS, OR 1100 STAFF RECRUITERS OR THE 2859 CALL CENTERS, AND THEIR BUSINESS IS BOOMING.

SOMEONE HAS TO CONTACT ALL THE AVAILABLE PCPs AND BRING THEM INTO CONTACT WITH HEALTH CENTER MANAGEMENT. WE TRAIN VOLUNTEERS TO DO THAT.

THE PROCESS

- Our training director meets with the community center team to tailor our training program to their organizational needs.
- How to find suitable volunteers will be decided; who and how many. Presentation style, message and recruiting protocol will be covered.
- Volunteer reporting lines within the community center will be established. A training program starting date will be established.
- A training site will be selected with ample internet, fax and phone availability. A community support plan, lunches for volunteers, gift incentives, fun and enthusiasm will prevail by program design.
- Client employees are encouraged to attend the training program. They have a big role to play and the bonding of volunteers and staff builds trust and team strength.

The Training

SHOWTIME! THE TRAINING DIRECTOR ARRIVES.

- With phones, a fax machine and a computer and WiFi access.
- Recruiting lists, training materials and workbooks.
- All equipment and materials remain with the team.
- A training program of three full days is hands-on live and lively.
- A later one day return date on site to review and refine the skills.
- On-line support for as long as a client team is actively recruiting.

OUR ONLY GOAL IS TO SERVE OUR CLIENTS AND THEIR VOLUNTEERS. ALL OF THESE ITEMS AND EVENTS ARE FREE.

BASIC RECRUITING STEPS

- Establish a list of priority contacts from the 275,000 PCPs.
- Contact them by E-mail, fax, phone, mail, or social network.
- Personally present the practice opportunity.
- Decide whether the candidate should be pursued further or not.
- Maintain constant follow up, move the process forward swiftly.
- Prepare an interested candidate file accessible to all in recruiting.
- Arrange candidate conversations with the decision maker.
- Make the travel arrangements and assist with the visit.

HIRE A NEW PHYSICIAN!

WHY INVITE US TO HELP?

WE BELIEVE THAT LOCAL PEOPLE:

- Are their own best advocates, they know their community and are motivated by their need for quality health care,
- Can become comfortable with the fact that it may take hundreds of contacts to find one physician willing to consider a move,
- Are more likely to persuade a physician to come to their health center than call center professionals who have no ties to the community.

OUR SERVICES ARE FREE,

and

WE WILL TRAIN AND SUPPORT THE VOLUNTEERS TO BE THE VERY BEST RECRUITERS AND A VALUABLE COMMUNITY ASSET

WHY VOLUNTEERS?

- NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL COMMITTED CITIZENS CAN CHANGE THE WORLD: INDEED, IT'S THE ONLY THING THAT EVER HAS.

- Margaret Mead