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## **The Recruitment Center: Assisting Vermont Communities with Clinician Recruitment and Retention**

*Backgrounder – January 2011*

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### **What is it?**

The Recruitment Center, a service of Bi-State Primary Care Association, is the only non-profit organization that conducts national marketing and outreach to primary care physicians, nurse practitioners and physician assistants specifically to attract and recruit them to Vermont. Dedicated to recruiting primary care providers to rural and underserved areas of the state where their services are most needed, the Recruitment Center screens practitioners to determine which communities and practices will best meet their personal and professional needs to support long-term retention. Familiar with the health care, business, cultural, educational, and recreational environment, the Recruitment Center staff has a wealth of knowledge to support the transition of newly recruited practitioners and their families. The Recruitment Center also provides technical assistance on programs that support recruitment such as the National Health Services Corps, which offers loan repayment for clinicians who agree to practice in federally designated underserved areas serving underserved populations.

### **Recruitment Environment**

Vermont is competing nationally to recruit a limited pool of primary care physicians. Competition is expected to increase due to an estimated shortage of primary care physicians reaching 85,000 by the year 2020 at the same time that an estimated 250,000 physicians are expected to retire. In 2008 the Recruitment Center convened a Primary Care Workforce Committee to develop strategies to increase the ability of Vermont practices to attract, recruit and retain primary care providers. The Committee identified a several factors that impact the success of every practice across the state to attract, recruit and retain primary care clinicians. The factors include:

- Availability of employment for a spouse or partner to assure that a spouse/partner's career goals can be met in Vermont
- Availability of adequate third party reimbursement. Vermont must be a financially viable place for primary care clinicians to practice over the long term
- Availability of educational loan repayment due to the high cost of medical education
- Visibility for Vermont practices that are recruiting to a national audience of primary care clinicians

### **Collaboration**

The Recruitment Center collaborates with organizations across Vermont to maximize resources and avoid duplication. The Recruitment Center's national marketing and outreach complements the pipeline and workforce development activities conducted by Vermont's Area Health Education Centers (AHEC) and the Vermont State Dental Society. By convening the Primary Care Workforce Committee, the Recruitment Center engages with organizations including: the Vermont Office of Rural Health and Primary Care, UVM College of Medicine Office of Primary Care and AHEC Program, VT Medical Society, VT Association of Hospitals and Health Systems, VT Nurse Practitioner Association, the Physician Assistant Academy of VT, the Department of Labor and representatives from our local medical school as well as several hospitals and Federally Qualified Health Centers.

*For further information contact Recruitment Center Director, Stephanie Pagliuca, [spagliuca@bistatepca.org](mailto:spagliuca@bistatepca.org)*