PROGRAMS FOR TRAINING, RECRUITING AND RETAINING PRIMARY CARE PHYSICIANS IN RURAL SC

Stacey Day, MSW, LMSW
Director of Recruitment
SC Office of Rural Health

The South Carolina Office of Rural Health is dedicated to improving access to quality healthcare in rural communities
Primary Care Provider Recruitment and Retention Nationally

• Primary Care Physicians - the numbers
  • Dropped 6% relative to general population from 2001-2005
  • U.S. 3rd year IM residents choosing to practice primary care fell from 54% in 1998 to 20% in 2005
  • Make up a 13% vacancy rate for Family Medicine opportunities in community health centers

South Carolina: Physician Shortage

- SC ranks 37th in number of doctors per 100,000 people

- 22% of SC physicians projected to retire within the next 10 years or sooner

- SC currently needs 1,237 more primary care doctors

- Estimated retirement of 1,000 primary care docs in SC by 2019 resulting in shortage of 1,667 (up from 1,047)

Data source: The National Center for the Analysis of Healthcare Data (NCAHD)
South Carolina: Rural Facts

- 36 of 46 counties outside of a metropolitan area
- 47% of population live in rural or very rural areas
- Some portion of all 46 counties considered underserved
- Rural poverty rate - 16.2% vs. 13% for urban
- 77.6% of rural adults are insured
- 42% of adults 50+ receive screening and preventive care
- 44.5% of children have a medical home
State Partners in SC Primary Care Rural Recruitment

Stacey Day, MSW, LMSW, SC Office of Rural Health, Director of Recruitment

- SCORH is a founding member of 3RNet
- Rural Recruitment Services program
- SEARCH Student Coordination
- Primary Care Residency and Other Academic Program (Mid-Level Provider) Visits

Mark Jordan, SC DHEC Office of Primary Care, Director

- National Health Service Corps technical assistance
- Health Professional Shortage Areas (HPSA) Designations and Reviews
- J-1 Visa Waiver Program Administration
- Primary Care Capacity Assessments

Becky Seignious, SC AHEC, Recruitment and Retention Programs Director

- Physician Incentive Grants
- Advanced Level Incentive Grants
- Locum Tenens Program
- Dental Loan Repayment
SC Office of Rural Health/Broad Recruitment Efforts

- Technical assistance to AHEC in administration of state physician and advanced level provider incentive grants
- In-state Primary Care noon conferences
- In-state Advanced Level provider student program visits
- AAFP and other program exhibiting with 3RNet
- Medical school fairs
- Candidate referrals
  - Provided through DHEC Office of Primary Care recruitment contract ($40,000 per year) to Federally Qualified Health Centers (FQHCs)
  - Other medically underserved or rural
SC Office of Rural Health/Rural Recruitment Services

Rural Hospital Membership

- Membership = annually, dues-based
- Enhanced recruitment for rural hospitals
- CAHs receive membership via FLEX dollars
- Averages 20-25 rural SC hospitals per year participation
- Candidate access through Practice Sights Database
- No job posting fees
- Sharing of resources regarding recruitment – articles, data, salary as needed
- Non-hospital owned RHCs receive membership via ACCESS grant $s
- One day conferences which are responsive to needs of RRS members needs
  - Stark law conference, Scope of Practice for NPs/PAs
SCORH/National Rural Recruitment & Retention Network (3RNet)

- 3RNet begun in 1992 through the collaborative work of SORHs and HRSA/ORHP
- SC Office of Rural Health was a founding member of 3RNet
- Referral source for mostly physicians on J1 visas seeking waivers (both primary care and specialties) and graduating resident physicians seeking opportunities
- Increasingly strong referral source for in-practice mid-level providers (Family Nurse Practitioners and PAs)

SCORH/3RNet Data for 2009

- SCORH/3RNet job postings = 208
- SCORH/3RNet total - physician referral only = 203
- SCORH/3RNet placements, no other referral source = 8
- SCORH total placements, all referral sources = 47
SC DHEC Primary Care Office

- Reviews and designates Health Professional Shortage Areas (HPSAs)
- Administers J-1 Visa Waiver Program
- Conducts Primary Care Capacity Assessments
- Has $40,000 contract with SCORH for federally qualified health center provider recruitment
- National Health Service Corps (NHSC) liaison
  - Provides technical assistance for scholar and loan repayment program
  - Maintains the NHSC HPOL list and scholar database
SC DHEC Primary Care Office

J-1 Visa Waiver Program in South Carolina

- Placed 217 physicians in South Carolina since 2000
- At least one physician has been placed in each of South Carolina’s 46 counties

National Health Service Corps

- Has placed over 200 providers in South Carolina over the last 10 years
- Current field strength of 59 providers
SC SEARCH (Student Experiences and Rotations in Community Health) Program

- Administered by the SC Primary Health Care Association in collaboration with SCORH, SC AHEC, and SC DHEC Office of Primary Care
- Places students in meaningful rotations in community health center or rural health clinic settings
  - Original program implemented from 1994-2008
  - Most placed were medicine, nurse practitioner, and physician assistant students
SC SEARCH PROGRAM
10 Year Look – 1998 - 2008

• 297 students placed in rotations in medically underserved and/or rural communities
• 57% of those students now practice in primary care in rural/and or underserved areas of SC
• Remaining 43% are in non-rural areas or are still in training
• Seven participants have been NHSC scholars
• One out-of-state NHSC scholar was employed in SC after completing a SC SEARCH rotation
South Carolina AHEC Rural Physician Program

Funded by the SC Legislature in 1989

- 371 physicians have been funded to date
- 98% of these are primary care
- 214 of these trained in SC AHEC funded residency programs
- 39 advanced level practitioners have been funded to date
- 79% retention rate for physicians who have received incentive grants
- Physicians receive $40,000 for a 4-year commitment; advanced levels receive $20,000 for a 4-year commitment
- State funds in FY10 - $435,874
South Carolina AHEC
Seneca Lakes Family Medicine Residency Program Seneca, SC

- Rural training in the full spectrum of Family Medicine
- C-Section, BTL and OB ultrasound training by Family Physicians
- Fellowship of the Academy of Wilderness Medicine offered (completed during PGY-2 and 3)
- Annual mission trips to South America with Seneca faculty offered
- Participate in Health Clinics at nearby Clemson University
- Cost = $149,650
## Influence of Education Location on Physician Retention

<table>
<thead>
<tr>
<th>Description</th>
<th>Retention Rate</th>
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<tbody>
<tr>
<td>Active Physicians Retained from Undergraduate Education (UME) in SC:</td>
<td>49.9%</td>
</tr>
<tr>
<td>Active Physicians Retained from Graduate Medical Education (GME) in SC:</td>
<td>45.5%</td>
</tr>
<tr>
<td>Active Physicians Who Graduated from UME and Completed GME in SC:</td>
<td>76.1%</td>
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</tbody>
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Data source: 2009 State Physician Workforce Data Book, Association of American Medical Colleges, November 2009
Training, Recruiting And Retaining Primary Care Physicians In Rural SC – Now and the Future

- Plan to expand Greenville Hospital System /USC –SOM program
  - Focus on primary care
  - First class may graduate in 2016 with about 40 medical students and will eventually grow to about 100 students

- New Doctor of Osteopathy (DO) program coming to Spartanburg, SC - Edward Via College of Osteopathic Medicine –
  - Focus on rural and underserved primary care
  - First class starts in 2011
  - By 2020, projected graduation of 750 students, 450 will have completed residency

*Data source: Edward Via College of Osteopathic Medicine – Projections shared during meeting with SC Commission on Higher Education, November 20th, 2009*
Training, Recruiting And Retaining Primary Care Physicians In Rural SC – Now and the Future

- 3rd and 4th year DO students from AT Still University School of Osteopathic Medicine/Arizona attend “Community Campuses” at Beaufort Jasper Hampton Comprehensive Health Center, an FQHC serving rural, and suburban underserved

- Anticipate patient numbers/volume in rural or underserved = need for primary care docs

- Proposal for some SC AHEC State Incentive Grants be funded at higher $ amounts for providers choosing more underserved community practice