

A person with long brown hair, wearing a dark blue puffer jacket and a light green scarf, is seen from behind. They are carrying a brown leather backpack and looking out over a calm lake towards snow-capped mountains under a bright sky. The scene is peaceful and scenic.

How to Leverage the New 3RNET - A Free Recruitment Resource from the Kentucky Workforce Consortium

Mark Barclay, MS, CPRP
3RNET Director of Member Services

How it started → how it's going

3RNet



*National Rural Recruitment
and Retention Network*



3 R N E T

The Nation's Most Trusted Resource for Health Professionals
Seeking Careers in Rural and Underserved Communities.



3 R N E T

The Nation's Most Trusted Resource for Health Professionals
Seeking Careers in Rural and Underserved Communities.



Nationwide.

+



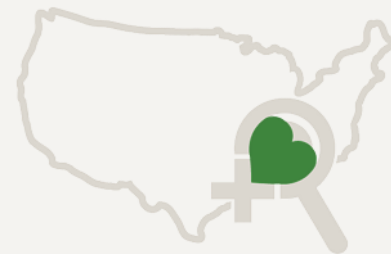
Job Search.

+



Healthcare.

+



Heart.

Welcome to the new 3RNET

3RNET is the nation's most trusted resource for health professionals seeking careers in rural and underserved communities.

Powered by the National Rural Recruitment and Retention Network since 1995.

Teaching Recruitment *for* Retention Best Practices for Nearly 30 Years.



3RNET – Summer 2021

3RNet Healthcare Jobs Across the Nation

Login
Register

For Healthcare Professionals For Employers

Members About Us 800-787-2512

Welcome to 3RNet
We are a national nonprofit network of members committed to matching healthcare professionals with rural and underserved jobs. [Register now for FREE](#)

Search Job Opportunities

<< Any Profession >>

Select State(s)

Search Now

Register Now

Finding jobs on 3RNet is as easy as ...

1 Search Jobs Jobs available in every state! Search dozens of specialties and professions. [Start now!](#)

2 Register Free 3RNet registration gets you: full job details such as compensation and contact information; email notifications on new jobs that meet your needs.

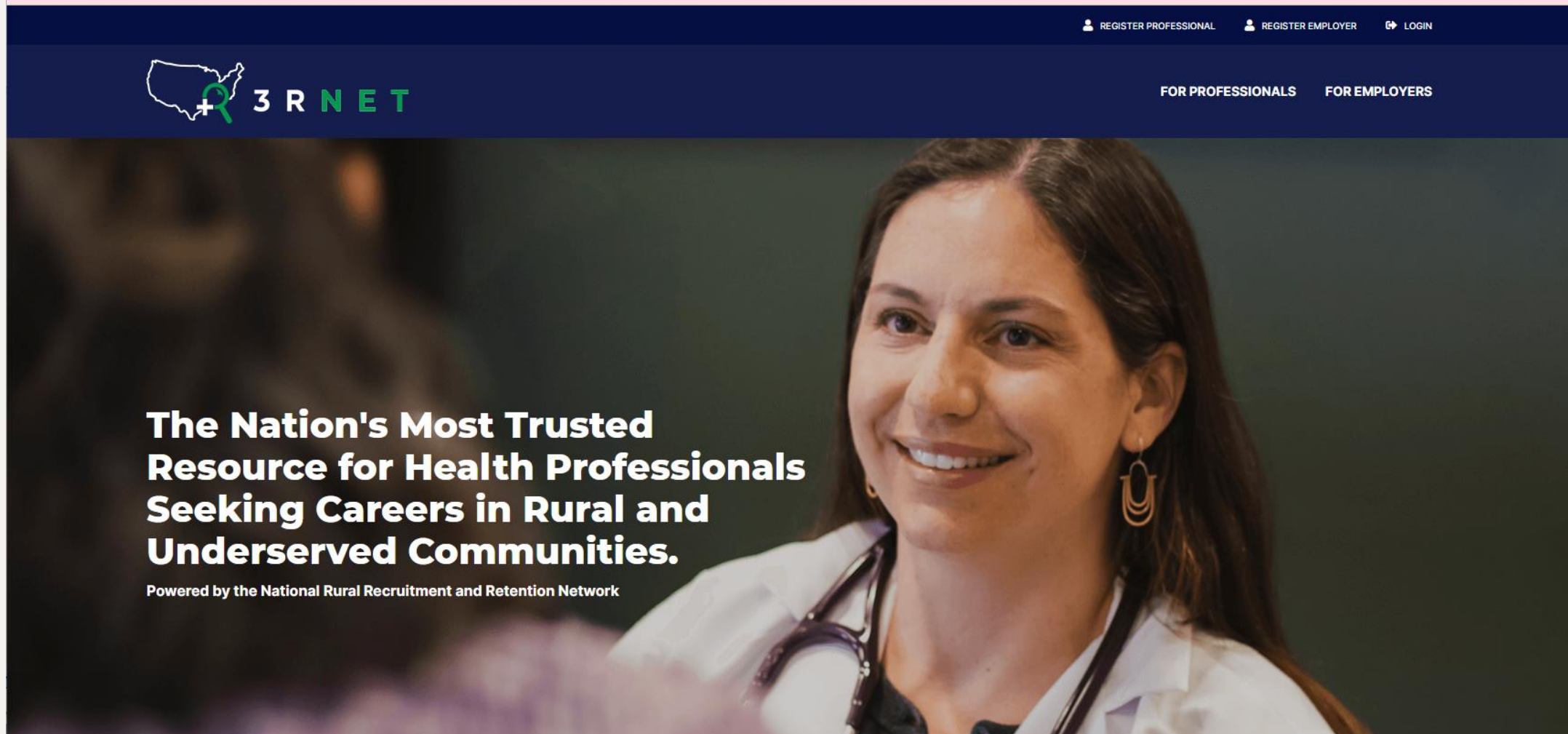
Register today!

- Receive email notifications for new jobs
- View full job details
- Access compensation information

3RNet.org



3RNET - Today



The image shows a screenshot of the 3RNET website. The top navigation bar is dark blue and contains the following links from left to right: REGISTER PROFESSIONAL, REGISTER EMPLOYER, and LOGIN. Below this, the 3RNET logo is displayed on the left, featuring a white outline of the United States with a green magnifying glass icon over the letter 'R'. To the right of the logo are the links FOR PROFESSIONALS and FOR EMPLOYERS. The main content area features a large photograph of a smiling female healthcare professional with a stethoscope. Overlaid on the left side of the photograph is the text: "The Nation's Most Trusted Resource for Health Professionals Seeking Careers in Rural and Underserved Communities." Below this text is the tagline "Powered by the National Rural Recruitment and Retention Network". On the right edge of the image, there is a faint, light-colored watermark of the 3RNET logo.

REGISTER PROFESSIONAL REGISTER EMPLOYER LOGIN

3 R N E T

FOR PROFESSIONALS FOR EMPLOYERS

**The Nation's Most Trusted
Resource for Health Professionals
Seeking Careers in Rural and
Underserved Communities.**

Powered by the National Rural Recruitment and Retention Network

3RNET Services

Job Board

If you haven't seen 3RNET recently, you haven't seen 3RNET!



Education

Academy, Community Apgar, R4R Guides, R4R Assessments, PRISM, & more



3RNET PLUS TOOLS

Meeting small recruitment teams where they are at with the tools they need to implement recruiting best practices.

Furthering our mission to improve rural and underserved communities' access to quality health care through recruitment of physicians and other health care professionals.





Recruiting for Retention Growth

July 2021

- 405 employers with active jobs
- 3,382 active opportunities

August 2023

- 1,267 employers with active jobs
- 10,067 active opportunities

Powering Recruitment Nationwide with Technology

**40,000 candidate referrals sent to
employers through 3RNET.org each month**

National Reach – data and automation

- Automation provides job posting, referrals, education, and reporting for all 50 states
- My Professionals Tracking System
- We've eliminated many barriers to access



2021-2022 Annual Survey just released! <https://3rnet.org/impact>

3RNET by the Numbers

Network

54 Organizational Members

**organizational members are represented by 3RNET Network Coordinators who power 3RNET*

Website

366,000+ Website sessions

1,000,000+ Web page views

9,600+ Jobs posted

People

280,000+ Website users

2,700+ New job seeker registrations

77,000+ Total active job seekers

1,100+ Employers with Active Jobs

Connections + Placements

169,000+ Referrals

3,262 Placements

Economic Impact

\$2.3 Billion in Economic Impact

40,654 Jobs added

**impact and jobs added by physicians, nurse practitioners/physician assistants, and dentists calculated using data from [Rural Health Works](#)*



Strength in Workforce Partnerships

National Association of Rural Health Clinics (NARHC)

- 3RNET powered job board
https://www.narhc.org/narhc/3RNET_Job_Board.asp

National AHEC Organization (NAO)

- AHEC Scholars <https://dashboard.3RNET.org/>



FIND YOUR NEXT CAREER!

The National Association of Rural Health Clinics is pleased to partner with 3RNET (the National Rural Recruitment and Retention Network) to provide you easy access to great career opportunities in Critical Access Hospitals and Rural Health Clinics.

3RNET is the nation's most trusted resource for healthcare professionals seeking satisfying careers in underserved rural and urban areas. We encourage you to use their tool below to search for open positions in CAHs and RHCs across the country.

We are excited to announce the addition of some VERY cool technology to the 3RNET job board.

Health professionals can now add digital badges to their profiles! Employers are also able to now search for and view health professionals who have added a digital badge to their 3RNET profile.

3RNET currently supports the following digital badges which align with our rural and underserved safety net employer niche:

- AHEC Scholars digital badge, issued by the National AHEC Organization (NAO)
- Certified Rural Health Clinic Professional (CRHCP) digital badge, issued by the National Association of Rural Health Clinics (NARHC).

More information about these Safety Net Credential Digital Badges can also be found here: <https://3rnet.org/safety-net-credentials>.

Apply to post your jobs on 3RNET today by visiting: <https://www.3rnet.org/For-Employers/Employer-Registration-Form>

[Filter Search](#)

1 day ago #75976
LVN
 Kermit, Texas

1 day ago #75975
**Orthopedic Surgery
 Position in Southern Illinois**
 Olney, Illinois

1 day ago #75988
Nurse Manager
 Kanab, Utah

1 day ago #60559
**RN - Registered Nurse
 Opportunity in Utah**
 Kanab, Utah

1 day ago #75989
Nurse Manager
 Kanab, Utah

1 day ago #75967
**OBGYN Physician
 opportunity near Lexington,**

LPN - Licensed Practical Nurse

LVN

Kermit, Texas

JOB DETAILS ABOUT EMPLOYER CONTACT INFO

Seeking LVN's for Clinic setting. This is a Full Time position, Monday through Friday, hours range from 7:30 am - 6 pm daily for a 40 hour work week, some overtime may be necessary. Full time benefits include Employee paid Health Insurance with opportunity to add family coverage at a minimal cost. Additional available insurance includes Dental, Vision, Life Insurance and other Supplemental Insurance. Exceptional Pension Retirement Plan with Texas County and District Retirement System with a 7%...

Work Schedule:
 Weekdays (8-5)

- 2-1 visa eligible
- JOB ID #75976
- HPSA: 17
- Loan repayment
- Telahaalth job

**Register today to view
 full job details.**





- Dashboard
- Summary Dashboard
- Job Opportunities
- New 3RNET Plus Tools
- Public Website

3RNET Dashboard

Opportunities Referrals My Profile

Active Referrals

Show 10 entries

Candidate	Phone/Email
Mark Barclay	markbarclay+7@... Phone: 2187910815

Showing 1 to 1 of 1 entries

Mark Barclay Details

Profession
Administration

Contact Information
Work Phone: 2187910815
Email: markbarclay+7@gmail.com

Interested State(s)
Arkansas

Register Date
7/28/2022 1:55:38 AM

Last Login Date
4/21/2023

Date Available
7/28/2022

Desired Employment Types
Full-Time

Currently Resides In	Opportunity Id	Internal Code	Actions
North Dakota	60641		<input type="button" value="Actions"/>

How 3RNET Connects Communities & Health Professional Job Seekers

Job Seeker



Network Coordinator



Employer



Posting Jobs on 3RNET

- Get Approved as an Employer
 - www.3RNET.org/For-Employers
 - No cost to apply
- Start Posting
 - Can post any number of jobs (clinical and non-clinical)
 - Email sent to interested job seekers when your jobs are added
 - Referrals sent to you weekly by your 3RNET Network Coordinator
 - Job posting is MUCH easier with new website!
- Share & Inspire
 - 3RNET.org/First-Next-Forever



3RNET in Kentucky – a Model of Collaboration

- Multi-year process to form consortium of rural/underserved health workforce stakeholders
 - Led by Dr. Brent Wright, University of Louisville School of Medicine
 - Represented by members from:
 - Kentucky Primary Care Association
 - Kentucky Rural Health Association
 - Kentucky Office of Rural Health located at the University of Kentucky
 - And many more...
- An ideal group to influence/promote workforce
- Partner to offer 3RNET resources free of charge
 - <https://academy.3rnet.org/register.html>
 - Use code 'Kycollaboration' for free access (normally \$500)



Common Recruitment Barriers

3RNET's *Recruitment for Retention Readiness Assessments* indicate these common barriers:

- **No organized recruitment process**
- **Technology barriers**
- **Marketing**
- **Lack of data**



Let us Introduce

3 R N E T + T O O L S

Powerful. Yet Simple.



3RNET Dashboard

- Dashboard >
- Job Opportunities >
- New! 3RNET Plus Tools >
- My Professionals**
- My Personal Email Templates
- Featured Opportunities
- Website Connectivity
- Reports
- Public Website >

My Professionals

Configure Add My Professional Export My Professionals

Filters

Active My Professionals

Show 10 entries Search:

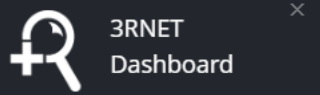
First Name	Last Name	Profession	Status	Last Contact	Active	Actions
David	Smith	Nurse Practitioner (NP) - Emergency Medicine	Unknown	June 5th 2023	Yes	Actions
Josh	Frank	Business Office	Unknown	April 12th 2023	Yes	Actions
Mark	Barclay	Administration	Hired	January 1st 2023	Yes	Actions
Mark	Barclay	Administration	Hired	November 12th 2022	Yes	Actions
Mark	Barclay-Test	Chief Executive Officer	Unknown		Yes	Actions
Sarah	Staub	Marketing and Public Relations	Interviewing	December 20th 2022	Yes	Actions
Skyler	Gideon	Nurse Practitioner (NP) - Family Medicine	Interviewing	November 21st 2022	Yes	Actions

My Professionals Training and Tips

My Professionals Tracking System is an easy-to-use system that allows you to track your interactions and communicate with candidates:

- The system can be used for 3RNET or non-3RNET candidates
 - 3RNET candidates - click "Save to My Professionals" under the referrals tab to save candidates that have been referred to you by your 3RNET Network Coordinator.
 - Non 3RNET candidates - click "Add My Professional" at the top of the screen
- My Professionals is customizable to you. To set up your recruitment measures, click "Configure" at the top of the screen.
- To work with an existing My Professional, simply click "View" under the "Actions" button
- If using the Website Connectivity Professional Intake form, candidates that complete the form on your website will automatically be added to My Professionals
- All information stored within My Professionals is only available to you

- Training videos:
- Adding professionals into My Professionals tracking
 - How to configure My Professional tracking options
 - Tracking your recruitment through My Professionals



My Professionals - Viewing David Smith

[Return to My Professionals](#)

- Candidate Information
- History**
- Referrals
- Files
- Tickler
- Email Opportunities
- Matched Opportunities

Contact History

[+ Add Contact History](#)

Show 10 entries

Search:

Date	Method	Notes	Current Stage	Actions
6/13/2023	Matching Opportunities Email	Included 3 Opportunities		Actions
6/6/2023	Phone	Made offer 6/6/23	Offer	Actions
6/6/2023	Matching Opportunities Email	Included 3 Opportunities		Actions
1/5/2023	Matching Opportunities Email	Included 3 Opportunities		Actions
1/5/2023	Matching Opportunities Email	Included 0 Opportunities		Actions
1/3/2023	Matching Opportunities Email	Included 0 Opportunities		Actions
1/3/2023	Matching Opportunities Email	Included 3 Opportunities		Actions
1/2/2023	Matching Opportunities Email	Included 3 Opportunities		Actions
12/31/2022	Matching Opportunities Email	Included 0 Opportunities		Actions

History Training and Tips

Wondering how you have interacted with a candidate over time? History can help!

- To add a new interaction, click the green "Add Contact History" button
 - The "Contact Method" field can be configured using the My Professionals "Configure Option"
- If you use the "Email Opportunities" function to communicate with this profession, it will automatically be logged as a new Contact History
- Need to see all your Contact History for a certain period of time? Head over to the Reports section in 3RNET Plus Tools report by date range.

Training videos:

- Adding professionals into My Professionals tracking
- How to configure My Professional tracking options
- Tracking your recruitment through My Professionals

Additional 3RNET Plus Tools Support

3RNET Dashboard

- Dashboard
- Job Opportunities
- New! 3RNET Plus Tools**
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- My Personal Email Templates
- Featured Opportunities
- Website Connectivity
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Edit Email Template

[Return to Email Template List](#)

Template Information

Title

Follow Up

Email Content

↶ ↷
Paragraph
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I
☰ ☱ ☲
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🔗 <>

Hello {FIRSTNAME} {LASTNAME}

Here are the {PROFESSION} jobs I mentioned earlier:

{OPPORTUNITIES}

Thanks!

Mark Barclay, MS

P POWERED BY TINY

Token Information

User Specific Tokens

- {FIRSTNAME}
- {LASTNAME}
- {PROFESSION}
- {OPPORTUNITIES}

My Personal Email Templates Training and Tips

Create custom, personalized, email templates to use when reaching out to candidates!

- Create My Personalized Email Templates by adding a title, content, and clicking "Save Changes"
- Make sure to customize your email with unique selling points, links to more information, and a clear call to action
- Tokens are optional, but can be used to further customize your emails. Simple copy and paste the token you want to use, and when your email is generated, the information will be filled out automatically:
 - {FIRSTNAME} - this token will input the candidate's first name when you use the template
 - {LASTNAME} - this token will input the candidate's last name
 - {OPPORTUNITIES} - this token will allow you to select job opportunities to send to the candidate when

3RNET Dashboard

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Manage Featured Opportunities

Currently Featured

Show 10 entries Search:

ID	Title	Profession	City	Internal Code	Posted Date	
60617	Great Family Medicine Opportunity in Grand Forks, ND	Nurse Practitioner (NP) - Family Medicine	Grand Forks		8/3/2021	Remove From Featured

Showing 1 to 1 of 1 entries Previous 1 Next

Available Active Opportunities

Show 10 entries Search:

ID	Title	Profession	City	Internal Code	Posted Date	
60612	Test Opp with multiple again	Nurse Practitioner (NP) - Family Medicine	Grand Forks		4/12/2023	Make Featured
60613	Test Opp with multiple again	Nurse Practitioner (NP) - Family Medicine w/OB	Grand Forks		8/2/2021	Make Featured

Featured Opportunities Training and Tips

As a 3RNET Plus Tools subscriber, you have exclusive access to feature jobs on 3RNET!

- You may choose to feature no more than two jobs at a time
- Featured jobs can be removed or switched at any time
- Your featured jobs will stand out from other jobs on 3RNET, have a greater likelihood of showing on the 3RNET homepage, and display at the top of daily searches
- Short video on 3RNET Plus Tools Featured Opportunities

We hope you enjoy this exclusive feature to draw more views to your 3RNET featured jobs!

Additional 3RNET Plus Tools Support

3RNET Dashboard

- Dashboard >
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- My Personal Email Templates
- Featured Opportunities
- Website Connectivity**
- Reports
- Public Website >

Website Connectivity

Job Integration - Enhanced Search View

This option will allow you to integrate the 3RNET job search content within your own website.

To use, simply provide the text in the grey below to your website contact. Please contact PlusTools@3rnet.org if you need assistance.

```
<iframe src="https://3rnetdnntest.azurewebsites.net/embed/jobs?employer=249926" width="100%" height="800px" />
```

Job Integration - List View

This option will allow you to integrate your 3RNET job list within your own website

To use, simply provide the text in the grey below to your website contact. Please contact PlusTools@3rnet.org if you need assistance.

```
<iframe src="https://3rnetdnntest.azurewebsites.net/Embedded-Search?e=249926" width="100%" height="800px" />
```

Health Professional Interest Form

This will allow you to have an interest form on your website that health professionals can complete. Once submitted, that health professional will only be available in your My Professionals Tracking System.

Website Connectivity Training and Tips

Struggle to keep jobs updated on your facility's website? Don't have an online interest form for candidates to fill out? 3RNET Website Connectivity can help!

- Website Connectivity allows you to use 3RNET website information on your facility's website
- Your website is an important recruitment tool, and keeping it updated and easy to use for job seekers is critical
- All 3RNET Plus Tools Website Connectivity is mobile friendly - so it will look great on a phone, tablet, or computer!
- Set up only takes a few minutes, and doesn't require programming knowledge or experience
- Once set up, you don't need to make any future updates. When a job is posted to 3RNET, it will automatically be on your own website!
- To use 3RNET Plus Tools Website Connectivity, simply have the person(s) that update your website copy and paste the supported text

Training Videos:

- Selecting the right job integration view for your organization
- Using the health professional interest form
- How to enable 3RNET website connectivity on your website

Current 3RNET Website Connectivity Options:

- Job Integration - Enhanced Search View:

Profession/Specialty | Select States | SEARCH

Filter Search

- Test Opp with multiple again** #60658 1 day ago
Grand Forks, North Dakota
- Test Opp with multiple** #60656 19 days ago
New Holland, North Dakota
- Outpatient Dentist Opportunity in North Carolina** #60655 19 days ago
Jefferson City, North Dakota
- Mark's Super Awesome Test Opportunity** #60638 4/20/2023
Fargo, North Dakota
- Test Opp with multiple again** #60612 4/12/2023
Grand Forks, North Dakota

Pharmacist

Mark's Super Awesome Test Opportunity

Test Rural Employer
Fargo, North Dakota

JOB ID #60638

- J-1 visa eligible
- HPSA: 15
- Loan repayment
- Telehealth job

TRAINING

INQUIRE

JOB DETAILS | ABOUT EMPLOYER | CONTACT INFO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Take aways:

- 3RNET is offered to you free of charge through the Kentucky 3RNET Consortium
- You can post any number of jobs, clinical or non-clinical
 - To post, you must first apply on the website
 - Jobs will appear initially on the homepage, always on the website, and will be emailed out to matching professionals
 - Multiple jobs can be posted at once, and it is important to include all professions/specialties you are willing to consider
 - You will also receive candidate referrals that match your opportunities
- Additional educational offerings are available
 - Academy.3RNET.org
 - Code = Kycollaboration
- Consider 3RNET Plus Tools for additional access



Questions?

Mark Barclay, MS, CPRP

3RNET Director of Member Services

barclay@3RNET.org

