

MAXIMIZING EMPLOYER RESOURCES: OREGON'S RECRUITMENT/RETENTION & INCENTIVE PROGRAMS

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The mission of the Oregon Office of Rural Health is to improve the quality, availability and accessibility of health care for rural Oregonians.

The Oregon Office of Rural Health's vision is to serve as a state leader in providing resources, developing innovative strategies and cultivating collaborative partnerships to support Oregon rural communities in achieving optimal health and well-being.





Who we are

- Oregon's Office of Rural Health (ORH)
- Created in 1979 by the Oregon Legislature & housed at OHSU
- ORH offers provider recruitment and retention services, provider incentive programs, data and analysis about frontier/remote health, technical assistance, policy development, advocacy, and information services.

Mission

- The mission of the Oregon Office of Rural Health (ORH) is to improve the **quality, availability, and accessibility** of health care for rural Oregonians.

Vision

- ORH's vision is to serve as a state leader in providing **resources**, developing innovative **strategies**, and cultivating collaborative **partnerships** to support Oregon rural communities in achieving optimal health and well-being.

ORH Recruitment & Retention Services

ORH supports employers, like you, in finding the ideal health care provider for your open position(s) for the long-term. Our staff work with providers looking for a rural/underserved experience. We understand rural life is not for everyone and that lifestyle is as important as a clinical match.

Today's Objective:

- Understand workforce resources available to Oregon employers
- Learn how incentive programs support recruitment and retention
- Identify ways to strengthen your recruitment strategy
- Discover how ORH can support your workforce efforts

The Oregon Office of Rural Health is here to be a resource for you...where we believe in **Rural Oregon – Where Opportunity Knocks.**

ORH Recruitment & Retention Services

How We Support Oregon Employers

Recruitment Support

- Promote Oregon opportunities through [3RNET](#)
- Promote rural and underserved opportunities through multiple channels
- National & Local recruitment outreach
- Candidate referrals and connections

Employer Support

- Workforce consultations
- Recruitment strategy guidance
- Program navigation
- Technical assistance

Provider Connections

- Work directly with providers seeking Oregon opportunities
- Connect incentive recipients with eligible employers
- Facilitate introductions and conversations



ORH Recruitment & Retention Services Recruitment Is More Than Posting a Job

Recruitment Success =
Marketing + Incentives + Community + Candidate Experience + Retention Strategy



Kaitlyn Davis, PA-C

Kaitlyn Davis began her career in rural medicine as a paramedic in Florida. Her first position was in interfacility transportation, transferring patients from a standalone ER to facilities in the city. It involved a lot of extremely ill patients and a lot of critical thinking - and she fell in love with it. "I knew that's where I wanted to be," she said. After transferring over to prehospital care, she began working towards becoming a physician assistant, knowing all the while that she wanted to stay in rural communities.

Learn more about her story: <https://www.3rnet.org/Resources/News-Announcements/first-next-forever-burns-oregon>

"The most successful employers aren't relying on a single recruitment strategy. They're combining visibility, incentives, community assets, a positive candidate experience, and a strong retention plan."

ORH Recruitment & Retention Services

Recruitment is a Team Sport

It is important to form a recruitment team, rather than letting all the recruitment efforts be one individual's responsibility.

- Core members: Recruiter, HR Partner, Leadership, Provider(s), Community Members

To apply the team concept effectively, each team member should be assigned a specific piece of the process and be given delegated tasks and hold shared responsibility. Most successful recruitment and retention efforts benefit from some level of community involvement. Community partnership in this process shows that the community cares enough about local health care to be a part of its success.

- Chamber of Commerce & City Council
- Realtor Association
- School District
- Community College

"Successful recruitment requires multiple partners and resources working together."

ORH Recruitment & Retention Services Supporting Students & Providers Seeking Opportunities

Many students' and providers are actively looking for:

- Qualifying practice sites
- Rural and underserved opportunities
- Communities that fit their lifestyle and career goals

How We Help

- Connect providers with participating employers
- Share Oregon opportunities
- Help providers understand site eligibility
- Facilitate introductions



ORH Recruitment & Retention Services Rural Oregon - Where Opportunity Knocks.

Mission-Minded Health Professionals

[3RNET](#) is the nation's most trusted resource for health professionals seeking careers in rural and underserved communities. No matter the position you are looking to fill, we are here to help.

By posting jobs on [3RNET](#), facilities gain access to:

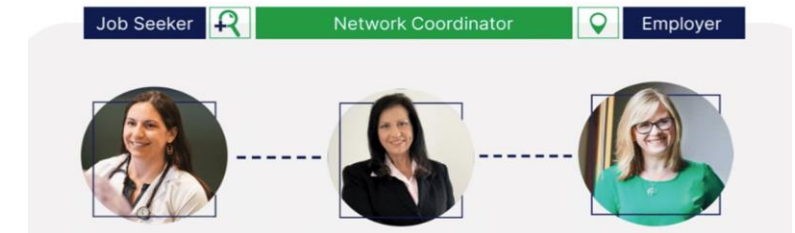
- Tens of thousands of actively registered candidates (we do not make cold calls – every candidate has chosen to sign up)
- Hundreds of new candidates register each month
- Thousands of active job opportunities across the country

About 3RNET & 3RNET Members:

- 3RNET is powered by the Natural Rural Recruitment and Retention Network
- Rural and underserved health care employers trusted, national platform for promoting their job openings
- Network Coordinators support employers in rural and underserved communities with hiring and keeping mission-focused health professionals



3 R N E T



ORH Recruitment & Retention Services

Retention Starts Before Day One

Retention is the goal of all your recruiting efforts. Within your retention efforts is where you can incorporate the workforce strategies that align with your organization's goals.

- Candidate experience
- Community integration
- Leadership development
- Mentorship
- Provider engagement



ORH Recruitment & Retention Services

Resources for reaching candidates

Rural/Underserved Specific Job Boards:

- [National Rural Recruitment & Retention Network](https://3rnet.org) (3RNET.org)
- [HRSA Health Workforce Connector](#)
- [National Rural Health Association](#) Career Center
- [National Association of Community Health Centers](#) Job Board
- [National Network for Oral Health Access](#) Job Bank

Rural Virtual Job Fairs:

- [HRSA Virtual Career Fairs](#)
- [PracticeMatch Rural Virtual Career Fair](#)
- [CareerMD Rural Health Virtual Career Fair](#)

Rural Training Track Programs:

- [Accredited Rural Physician Residency Programs – The RTT Collaborative](#)
- [Targeted Rural Underserved Track \(TRUST\) Program](#)
- [ACGME Designated Rural Track Program Directory](#)
- [Rural GME Regional Hubs](#)

ORH Recruitment & Retention Services

Rural Oregon - Where Opportunity Knocks.

Although there's no "right" way to recruit and retain health professionals, there are best practices you can implement to have your best chance at recruitment (and retention) success. As you continue to work on your recruitment/retention efforts, remember planning and preparation is the most important part!

A few takeaways...

1. Engage your Community - *highlight your inclusiveness and community involvement*
2. Competitive Compensation – *transparency is critical*
3. Promote Work-Life Balance – *candidates gravitate towards culture and balance*
4. Hire for Fit – *looking beyond the candidates CV will allow you to identify if they are a good fit*
5. Social Media/Website Presence – *job postings need to sell*
6. Partnerships – *engage beyond your own organization*
7. State Incentive Programs - *keep your site and program participation current*
8. **Reach out when recruitment challenges arise!!!!**

Oregon Provider Incentive Programs Overview

Provider incentive programs support underserved communities in recruiting and retaining highly qualified healthcare providers.

These programs focus on rural and urban underserved areas and feature:

- Multiple programs
- Varying eligibility requirements
- Different service obligations
- Diverse financial incentives

Oregon Health Care Provider Loan Repayment

Oregon Health Care Provider Loan Repayment

To qualify, a site must:

- Be located in a Health Professional Shortage Area (HPSA), have a Facility HPSA designation, serve in an underserved area or area of unmet need, **OR**
- Serve Medicaid and/or Medicare patients in a proportion equal to or greater than the county average, **OR**
- Provide essential health care services to an underserved population, as determined by the Oregon Health Authority (OHA), **AND**
- Have a valid Site Application on file with the Oregon Office of Rural Health, dated within the past **24 months** and have received confirmation of site qualification.

Oregon Health Care Provider Loan Repayment

Eligible Provider Types:

- Dentists in general or pediatric practice;
- Expanded Practice Dental Hygienists;
- Dental Assistants;
- Dental Therapists;
- Pharmacists;
- Physicians (MD, DO or ND) who practice in the specialties of family medicine or general practice, general internal medicine, geriatrics, pediatrics, or obstetrics and gynecology;
- Nurse Practitioners who practice in the specialties of adult primary care, women's health care, geriatrics, pediatrics, family practice, mental health, or nurse midwifery;

Oregon Health Care Provider Loan Repayment

Eligible Provider Types (cont.):

- Physician Associates who practice in the specialties of family medicine or general practice, general internal medicine, geriatrics, pediatrics, mental health, or obstetrics and gynecology;
- Licensed Clinical Social Workers;
- Licensed Marriage and Family Therapists;
- Licensed Professional Counselors;
- Psychiatrists;
- Psychologists;
- Psychiatric Mental Health Nurse Practitioners;
- Certified Alcohol and Drug Counselor IIIs.

<https://www.ohsu.edu/oregon-office-of-rural-health/oregon-health-care-provider-loan-repayment>

Oregon Health Care Provider Loan Repayment

Award Amounts:

Full time service providers must commit to a 3-year minimum service obligation in exchange for a tax-free award of 70% of their qualifying educational loan debt balance, up to \$50,000 per obligation year.

Full time providers with less than \$29,000 in qualifying loan debt are eligible to receive up to 100% .

Part time service providers must commit to a 3-year minimum service obligation in exchange for a tax-free award of 35% of their qualifying educational loan debt balance, up to \$25,000 per obligation year.

Part time providers with less than \$15,000 in qualifying loan debt are eligible to receive up to 100% of qualifying loan debt.

Oregon Health Care Provider Loan Repayment

- Site and provider applications and are accepted year-round.
- Awards are made 4 times a year.
- The current provider award review cycle closes on Noon (Pacific Time) on June 22, 2026
- The next provider award review cycle closes on Noon (Pacific Time) on September 14, 2026

Oregon Behavioral Health Loan Repayment Program

Oregon Behavioral Health Loan Repayment Program

To qualify, a site must:

- Be located in a Health Professional Shortage Area (HPSA), have a Facility HPSA designation, serve in an underserved area or area of unmet need, **OR**
- Serve Medicaid and/or Medicare patients in a proportion equal to or greater than the county average, **OR**
- Provide essential health care services to an underserved population, as determined by the Oregon Health Authority (OHA), **AND**
- Have a valid Site Application on file with the Oregon Office of Rural Health, dated within the past **24 months** and have received confirmation of site qualification.

Oregon Behavioral Health Loan Repayment Program

Eligible Licensed Provider Types:

- Psychiatric Nurse Practitioners
- Psychiatrists (General, Child and Adolescent, or Geriatric)
- Clinical Psychologists
- Licensed Clinical Social Workers
- Licensed Professional Counselors
- Licensed Marriage and Family Therapists

Licensed providers working in clinic-based outpatient settings are encouraged to apply to the Oregon Health Care Provider Loan Repayment Program

Oregon Behavioral Health Loan Repayment Program

Eligible Pre-Licensed Provider Types:

- Clinical Social Workers
- Counseling or Clinical Psychologists
- Professional Counselors
- Marriage and Family Counselors

Oregon Behavioral Health Loan Repayment Program

Eligible Associate, Bachelor's, or Master's Level Provider Types:

- Qualified Mental Health Associate (QMHA)
- Qualified Mental Health Professional (QMHP)
- Certified Alcohol and Drug Counselor Level I
- Certified Alcohol and Drug Counselor Level II

QMHA's and QMHP's must meet the definitions and standards outlined in
OAR 409 - 036 - 0000 (27) and (28).

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State Loan Repayment Program (SLRP)

State Loan Repayment Program (SLRP)

Practice sites must be:

- Nonprofit (public or private); and
- Located in a Health Professional Shortage Area (HPSA); and
- Providing outpatient, ambulatory, primary medical, mental and behavioral, and/or dental services; and
- Providing services on a free or reduced-fee schedule basis to individuals at or below 200% of the federal poverty level; and
- Approved by ORH to participate in the SLRP with a Site Application on file that is no more than **two years** old (from date the provider submits their SLRP application)

State Loan Repayment Program (SLRP)

Eligible provider types:

- Allopathic or Osteopathic Physicians specializing in Family Medicine, General Pediatrics, General Internal Medicine, Gerontology, General Psychiatry or Obstetrics/Gynecology
- Primary Care Nurse Practitioners
- Primary Care Physician Assistants
- Certified Nurse-Midwives
- Dentists (DMD/DDS)
- Expanded Practice Dental Hygienists
- Licensed Mental Health or Behavioral Health Professionals: Clinical or Counseling Psychologists, Clinical Social Workers, Professional Counselors, Marriage and Family Therapists

State Loan Repayment Program (SLRP)

Eligible provider types (cont.):

- Psychiatric Nurse Specialists
- Registered Nurses
- Pharmacists
- Certified Alcohol Drug Counselor IIIs (Master Degree required)

State Loan Repayment Program (SLRP)

Full-time physical health providers must agree to a minimum two-year service obligation at an eligible site in exchange for an initial award of up to the lesser of 50% of their total qualifying educational debt or the maximum federal cap of \$75,000

Full-time dental or behavioral health providers must agree to a minimum two-year service obligation at an eligible site in exchange for an initial award of up to the lesser of 50% of their total qualifying educational debt or the maximum federal cap of \$50,000

<https://www.ohsu.edu/oregon-office-of-rural-health/oregon-partnership-state-loan-repayment-program-slrp>

State Loan Repayment Program (SLRP)

Part-time physical health providers must agree to a minimum two-year service obligation at an eligible site in exchange for an initial award of up to the lesser of 50% of their total qualifying educational debt or the maximum federal cap of \$37,500

Part-time dental or behavioral health providers must agree to a minimum two-year service obligation at an eligible site in exchange for an initial award of up to the lesser of 50% of their total qualifying educational debt or the maximum federal cap of \$25,000

<https://www.ohsu.edu/oregon-office-of-rural-health/oregon-partnership-state-loan-repayment-program-slrp>

State Loan Repayment Program (SLRP)

- Provider application will be posted **7/1/2026**
- Awards will **NOT** require site matching funds

Loan Forgiveness Programs

Primary Care Loan Forgiveness (PCLF)

PCLF was designed to meet workforce needs in rural Oregon for primary care providers. PCLF participants are eligible for forgivable loans for tuition and fees only, in exchange for a service obligation to an approved rural Oregon practice site.

Scholars for a Healthy Oregon Initiative (SHOI)

SHOI gives students the opportunity to make a difference in an underserved community in Oregon by offering full tuition and fees at an approved OHSU medical program in exchange for a service obligation upon graduation.

<https://www.ohsu.edu/oregon-office-of-rural-health/loan-forgiveness>

Rural Practitioner Tax Credit

Oregon provides a Rural Practitioner Tax Credit for the following licensures.

- Certified Registered Nurse Anesthetists
- Dentists
- Doctors of Medicine
- Doctors of Osteopathic Medicine
- Nurse Practitioners
- Optometrists
- Physician Assistants
- Podiatrists

<https://www.ohsu.edu/oregon-office-of-rural-health/tax-credits>

Rural Medical Practitioners Insurance Subsidy Program

Reimbursement at the following percentages is allowed for policy limits not exceeding \$1 million per occurrence and \$3 million aggregate:

1. 80 percent for doctors specializing in obstetrics; and
80 percent for nurse practitioners certified for obstetric care.
2. 60 percent for doctors specializing in family or general practice who provide obstetrical services.
3. Up to 40 percent for doctors and nurse practitioners engaging in one or more of the following practices:
Anesthesiology; Family practice without obstetrics; General practice; General surgery; Geriatrics; Internal medicine; Pediatrics; Pulmonary medicine.
4. Up to 15 percent for doctors and nurse practitioners other than those included in one of above.

<https://www.ohsu.edu/oregon-office-of-rural-health/rural-medical-practitioners-insurance-subsidy-program>



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