



Recruiting and retaining can be hard. Let 3RNet and the Rural Health and Primary Care Program (RHPCP) help make it easier.



**TAKE ADVANTAGE OF OUR FREE VIRTUAL WORKSHOP:**

# Employer of Choice: Strategies for Retaining Your Best Asset - Your People

Understanding Generational Differences In  
Recruiting and Retention

Keeping Employees During Difficult Times

**Wednesday, September 30, 2020**

**9:15-12:30 EST**

Register Now!

Direct Link: <http://www.123formbuilder.com/form5053438/form>

or

RHPCP website: <http://www.mainepublichealth.gov/ruralhealth>

## Virtual Workshop Details

- If you cannot register electronically or are having technical difficulties do not hesitate to contact us.
- Please register by September 28, 2020 and limit registrations per facility to 2 attendees.
- A Zoom invite will be sent via email to registrants by 3RNet.
- Certificates of completion will be provided.

## The Agenda

### **9:15: Understanding Generational Differences in Recruiting and Retention**

One size won't fit all when it comes to your workforce. There are a variety of generations of employees in today's workplace. Tips on how to accommodate a multigenerational workforce.

### **10:45 - 11:00: Break**

### **11:00: Keeping Employees During Difficult Times**

Retaining employees in this difficult time is challenging, especially for the health care industry. It's vital to use a strategic approach that will emphasize retaining your most valuable asset, your people! This presentation will help you understand ways to effectively incorporate the important role of retention.

### **12:30: Conclusion**

## About the Presenters



Michelle Varcho

Michelle Varcho is the Director of Education Outreach for the National Rural Recruitment and Retention Network (3RNet). In this role, Michelle coordinates education-related activities for 3RNet members and rural facilities across the country including trainings using 3RNet's educational tools such as the Recruiting for Retention manual, a rural-focused plan and guidebook focused on finding and keeping providers in rural areas.

Prior to joining 3RNet, Michelle was a Human Resources Director for a Federally Qualified Health Center in Jefferson City, Missouri, where she helps them grow from five employees in one location to one hundred and ten employees in four locations, serving over 13 counties. The services provided included Family Medicine, Pediatrics, Obstetrics, Pain Management, Behavioral Health, Dental and Nutrition counseling. In this role she created and implemented strategies and best practices to overcome the unique barriers to recruiting and retaining providers in the rural health care arena.



Jennifer Higgins

With 15+ years of experience working in non-profit healthcare, Jennifer has held roles from Director of Human Resources/Workforce Development to Chief Operations Officer. Jennifer has worked closely with 3RNet both as an employer and training consultant since 2012.

In 2005, Jennifer earned her Bachelor of Science in Human Resources Management and Business Administration from Franklin University. The majority of Jennifer's career has been spent working as senior director in the non-profit healthcare industry, specifically Federally Qualified Health Centers (FQHC's). She spent 3 years as the Workforce Development Director at the Ohio Association of Community Health Centers developing relationships and serving on project committees on both local and national levels. In 2015 Jennifer obtained a certification in Retention with offered her an extended view of how to narrow the front door to close the back door.



*This workshop is being brought to you by the Rural Health and Primary Care Program, a Program of the Maine Center for Disease Control and Prevention*

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