

## Physician Recruitment and Retention Committee

The Physician Recruitment and Retention Committee met Tuesday, August 4, 2015, in the Board Room. Mr. Jackson called the meeting to order at 12:17 p.m.

### Members present:

Mr. Harvey Jackson, Chairman  
Mr. Mike Dugan, Board Member  
Mr. George Dunlap, Board Member  
Dr. Lowell Amiotte, Chief of Staff  
Mr. Andy Fitzgerald, CEO  
Ms. Karissa Viergets, Physician Recruiter  
Ms. Mary Barks, Director of Patient and Resident Experience  
Mr. Bill Stangl, Vice President of Physician Services

### Also present:

Dr. Angela Biggs  
Dr. Kelly McMillin  
Dr. Bernadette Meade  
Dr. Keith Mills  
Dr. Robert Neuwirth  
Dr. Ryan Noonan  
Dr. Travis Roberts  
Ms. Danielle Wood, Office Coordinator of Professional Development  
Ms. Karen Clarke, Director of Community Relations

### **Approval of Agenda**

Mr. Jackson stated that there are two additions to the agenda, information on the hospital's subscription to "Up To Date", and an item of Old Business, Recruitment of a Part Time ENT Physician.

**Mr. Dugan moved, seconded by Mr. Dunlap, to approve the agenda as amended. Motion carried.**

### **Approval of Minutes**

**Mr. Dunlap moved, seconded by Mr. Dugan, to approve the minutes of the July 7, 2015 Physician Retention and Recruitment Committee meeting. Motion carried.**

### **Up To Date Subscription**

Ms. Wood stated that the hospital purchased a subscription to Up to Date that is available to the medical staff. If a provider has a personal Up to Date subscription, it can be merged with the hospitals account. The provider would be eligible for a refund if the subscription was purchased within the last 60 days. A copy of the directions to access the subscription and the directions on how to add the app to your mobile phone are attached to the minutes. Please contact Professional Development at extension 5040 if you have any questions. Professional Development will be scheduling trainings as needed.

## **RECRUITMENT**

### **A. OLD BUSINESS.**

- **Recruitment Policy – Incentives for Part time Providers**

Mr. Fitzgerald stated that the policy regarding providing incentives to part time physicians was revised and it was sent to Tom Lubnau for review. It is allowable to offer incentives to part time providers. The rule under the Stark Law regarding providing incentives to a provider states that 75 % of their expected referrals have to come as new referrals to the market to which they are being recruited, i.e. Campbell County. You cannot recruit a provider who is already practicing here, i.e. a full time physician who would like to go to part time is not eligible to receive any recruitment incentives. Mr. Fitzgerald will send the policy to the people who regularly attend the meetings. Dr. McMillin asked if the policy will address providing incentives to providers who are a couple when both of them are being recruited. Mr. Fitzgerald stated that when we recruit a couple, we will provide one set of incentives, i.e. one home loan, one relocation incentive. The difference may be that we could provide a student loan in addition to the home loan. Mr. Dunlap stated that we do not want to discriminate in the way we offer incentives. Mr. Fitzgerald stated that the caveat would be whether or not the candidate's spouse is on the recruitment plan. **The policy will be brought to the committee in September for approval.**

- **Women's Health**

Mr. Fitzgerald stated that this is follow-up from the discussion from last month. We have a request from a Board Certified OB/GYN who is requesting to join the CCMG primary care physicians in a part time capacity, not as an OB/GYN. She would be an adjunct to the primary care physicians providing Women's Health Services. There were pros and cons associated with this request presented last month, and the request is being presented again for a final decision. Dr. Amiotte stated that Dr. Fort would like to be at the meeting; however, he felt uncomfortable. Dr. Amiotte asked if our policy requires that she is Board certified in primary care. Dr. Biggs responded that primary care of women is part of her OB/GYN training and residency. It would be a different issue if she wanted to provide care to men. Mr. Fitzgerald stated that she has agreed specifically, if we go forward with this recruitment, to contractually limit her practice to an outpatient clinic basis; and she will not do any OB deliveries or gynecological surgeries. Mr. Jackson requested comments. Dr. McMillin stated she is opposed to this recruitment. In her clinic, there are two relatively new practitioners who have not been given enough time to establish their practices. Dr. Neuwirth stated three reasons for his support of this recruitment. First, we are in the process of recruiting a surgeon whose spouse is a family practice physician. They are expected to start their practices here in 2016. Second, this recruitment supports the retention of Dr. Fort in our community. And third, although he hears that it is difficult to ramp up a new practice, the hospital's Walk-In Clinic and Family Practice Clinic are both extremely busy. The perception of the community is there is a great need. He is seeing people who are unable to get primary care, and believes we could keep this part time position busy with internal referrals alone. Dr. Biggs stated that she is in support of the recruitment. We have to look at the service Dr. Fort provides to the community and the importance of retaining him. His specialty would be extremely difficult to recruit if he chose to leave, especially a physician of his caliber. Dr. Meade stated that she is in support of the recruitment. She believes this provider's role will not be developing her own individual practice. She will serve as an adjunct to family practice and other providers as applicable. The marketing

will reflect this. Dr. Mills stated that he would like to see more in the way of marketing for all of the providers in this community. He hears the advertising on NPR for the new clinics; however, he isn't sure that the community knows what services are provided in the clinics. He would like to see marketing of a specific clinic each month. Dr. Amiotte is in support of this recruitment. Mr. Fitzgerald stated that he supports the recruitment of this candidate. There is one full time family practice provider on the Demand Tool for 2016. The family practice physician, who is coming next summer with the general surgeon, has indicated an interest in a part time practice. If we agree to the recruitment of Dr. Fort's wife, she would not start her practice until January. Between these two part time practices we will fill the need for the one full time family practice provider for 2016. Mr. Dunlap stated that he is in support of this recruitment. Dr. Fort needs our support and the position is on our recruitment plan. He suggested that new providers in the community come to the Walk-In Clinic and introduce themselves as a way to market their practice. They could leave business cards. Mr. Dugan stated that the Medical Staff Mixers provide an opportunity for the physicians to meet and learn about the services available in other offices. Mr. Jackson stated that after review all of the discussion, and considering the needs of the community, he is in support of recruiting this part time physician in 2016.

**ACTION: Mr. Dunlap moved, seconded by Mr. Dugan, to recommend the full Board approve the recruitment of a physician to join the CCH Family Practice Clinic to provide Women's Health Services in a part time capacity. Motion Carried.**

- **ENT – RECRUITING A PART TIME PHYSICIAN**

Mr. Fitzgerald stated that this is follow-up from last month's meeting. Drs. Davis and Swift requested the recruitment of a part time ENT physician to supplement the call coverage. It was agreed that this physician would also be in practice here during the time that they are here to provide call coverage. There is a need for call coverage approximately 10 days per month. In addition, the part time physician may provide coverage when either Dr. Swift or Dr. Davis is out of town. Mr. Jackson stated that an additional ENT physician is not on the Demand Tool for 2016 or 2017. Mr. Fitzgerald stated that the population study only looks at the number of physicians per capita. It does not take into consideration the demographics of the community. The population in Gillette has a younger average age and this has an impact on the need for additional specialty physicians. Mr. Jackson asked if there are candidates that would be interested in a part time position. Mr. Fitzgerald stated that we will try to recruit for part time. We would prefer not to use a locum because it would be significantly more expensive. Dr. Mills stated that there is an ENT physician in Sheridan who may be interested in this position. The physician Dr. Swift thought might be interested in the position was not interested. All of the candidates will meet with both Dr. Davis and Dr. Swift to ensure that we have their approval before an offer is extended. The candidate may elect to join either practice.

**ACTION: Mr. Dunlap moved, seconded by Mr. Dugan, to recommend the full Board approve the recruitment of a part time ENT physician. Motion carried.**

## **B. NEW BUSINESS**

- **GERONTOLOGY – DELAYING RECRUITMENT UNTIL 2017**

Mr. Fitzgerald stated that we have a Gerontologist on the Recruitment Plan for 2016; however, we recruited a second mid-level provider to work with Dr. Meade. Dr. Meade agreed that with the addition of the second mid-level, our needs will be met through

2016. The new mid-level is expected to start this fall and following training, should be ready to see patients by the first of the year. She is an excellent candidate and is already a member of the community. An additional physician may be needed to meet the needs following the Legacy opening in October 2016, and to support the PACE program in 2017. Mr. Fitzgerald stated that we will assess the need for an additional physician after the second mid-level is on board. We are having some success with recruiting Internal Medicine providers. As we bring these providers on, we will discuss the option of caring for some of the long term care patients with them.

**ACTION: Mr. Dugan moved, seconded by Mr. Dunlap, to recommend the full Board approve delaying the recruitment of a Gerontologist until 2017. Motion carried.**

### **C. RECRUITMENT UPDATE / DEMAND TOOL**

Ms. Viergets presented the highlights of the recruitment update.

- Anesthesia / Pain - A candidate will be here for a site visit on 8/21.
- Emergency Medicine – A new physician will be starting on 8/20.
- General Surgery – The candidate will be here in December to finalize a practice plan.
- Hospital Medicine – The candidate that was here in June, the candidate is interviewing in several other places, and will let us know if he is interested in our opportunity later this month. We are in the process of scheduling a site visit with a 2016 resident who is originally from Gillette.
- Pediatrics – A site visit is scheduled for next week with a candidate from Colorado.
- Physical Medicine – A site visit will be scheduled in September; the candidate is currently doing a fellowship in spinal cord injury.
- Physician Extenders
  - A geriatric nurse practitioner is scheduled to start in October.
  - Pulmonology – October 1 is the start date for a nurse practitioner to join Dr. Fort's practice.
- Walk-In Clinic / Walk-In Clinic South – The candidate from South Dakota has accepted our offer and is scheduled to start October 1.

### **PHYSICIAN RETENTION & RELATIONS. (Mary Barks)**

#### **A. Medical Staff Mixer.**

The second Medical Staff Mixer is scheduled on August 19, 5:30 – 7:30 p.m. at the Chophouse. Approximately 28 providers attended the first mixer. The mixer is for the medical staff, only, and all of the providers are invited to attend.

#### **B. Provider of the Month.**

Laura Anders, M.D. will be recognized at the August Board meeting as the provider of the month.

#### **C. Medical Staff Strategic Planning**

Mr. Fitzgerald, Mr. Stangl, and Ms. Tonn will meet with the providers to plan for the future.

Mr. Fitzgerald stated that the goal is to meet with as many of the providers as possible twice a year.

### **ADJOURNMENT**

The meeting adjourned at 1:05 p.m. **The next Physician Recruitment and Retention meeting will be on September 1, 2015 at 12:15 p.m. in the Board Room.**

Marilyn Grant, Recorder