

# Rural HIT Professional Recruitment and Retention

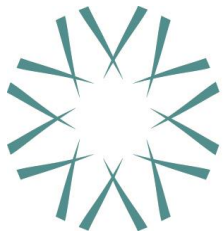


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CIO

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Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation's leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.



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# Overview and Objectives

- Trends in HIT Professional roles in rural
- Challenges of HIT Professional recruiting
- Discussion with all grantees
- Example best practices

# Trends in HIT Roles in Rural

- Lack of clear role definition or job descriptions
- HIT Salaries versus other industry IT positions
- Value of HIT workers not understood
- HIMSS Data
  - 2014 HiMSS Workforce Survey
  - HiMSS Annual Compensation Survey
  - Job descriptions

# Findings from HIMSS Workforce Survey

- Barriers to full staffing
  - Lack of qualified talent pool
  - Hires are taken away by more lucrative offers
  - Consultants are too expensive
- Recruiting
  - Staff referrals by far number one tactic
  - LinkedIn, Facebook have been effective

Source: 2014 HiMSS Workforce Survey Results Report, downloaded from <http://www.himss.org/2014-himss-workforce-survey>

# Job Descriptions

- **Chief Security Officer:** Researches, plans and implements security plans and policies. Responsible for integrating security plans and policies with the company's business process. Evaluates system vulnerability and recommends security improvements. Remains informed of the most current security trends and technologies.
- **Chief Technology Officer:** Develops the long-term vision and architecture to support the seamless integration of the infrastructure and applications to optimize the IS departmental contributions to the organization's mission and goal. Develops organizational technology strategies by investigating and understanding informational, clinical, business and operational requirements. Oversees technical staff, particularly those building products, implementing solutions or creating services that embody industry-specific technologies.
- **Clinical Informatics Director:** Manages the development, implementation, training, evaluation, and maintenance of software used for accessing clinical information. Coordinates and facilitates communications with areas that utilize the stored clinical information. Brings both clinical and managerial experience to the position.
- **Clinical Systems Analyst:** Reviews, analyzes, and modifies programming systems involved in supporting application systems. Consults with users to identify current operating procedures and to clarify program objectives. Brings to the job a body of knowledge grounded in their previous clinical experience.

2015 HiMSS compensation Survey, downloaded from <https://apps.himss.org/himssorg/compensation/ASP/index.asp#shareGR>

# Job Descriptions

- **Consultant:** May be responsible for a wide variety of tasks including any of the following, but not limited to: Work with end user groups to evaluate and solve technical problems. Analyze, design, and implement system changes. Plan, design, and develop new products and business opportunities. May also be responsible for implementation and reviewing product performance. Investigates, analyzes, designs, develops and implements cost effective solutions to business issues. Analyzes, investigates and helps to develop a proposed solution to business sponsored initiative.
- **Director of Information Services\IT:** Responsible for all aspects of information services, including development, implementation, operation and maintenance. Serves as the primary point of contact with information technology vendors and acts as a point person for internal communications.
- **Information Security Specialist:** Plan, coordinate, and implement security measures for information systems to regulate access to computer data files and prevent unauthorized modification, destruction, or disclosure of information.

2015 HiMSS compensation Survey, downloaded from <https://apps.himss.org/himssorg/compensation/ASP/index.asp#shareGR>

# Job Descriptions

- **Medical Records Director:** Directs, establishes, and plans the overall activities, policies and goals for a medical records department. May also include acting as a liaison with facility's IT department. Generally manages a group of exempt and nonexempt employees. Relies on experience and judgment to plan and accomplish goals.
- **Product Architect:** Works with various product developers, product managers, and customer application experts to create software products containing required features and modifications. Provides technical advice to other departments within the company.
- **Programmer Analyst:** Reviews, analyzes and modifies programming systems, which includes encoding, testing, and debugging. Prepares necessary documentation.
- **Project Manager, Information Services\IT:** Create and maintain a project plan that communicates tasks, milestone dates, status and resource allocation. Coordinate delivery of development and production releases. Assist technical team in design and development tasks. Assist test team in creating test plans and testing efforts.

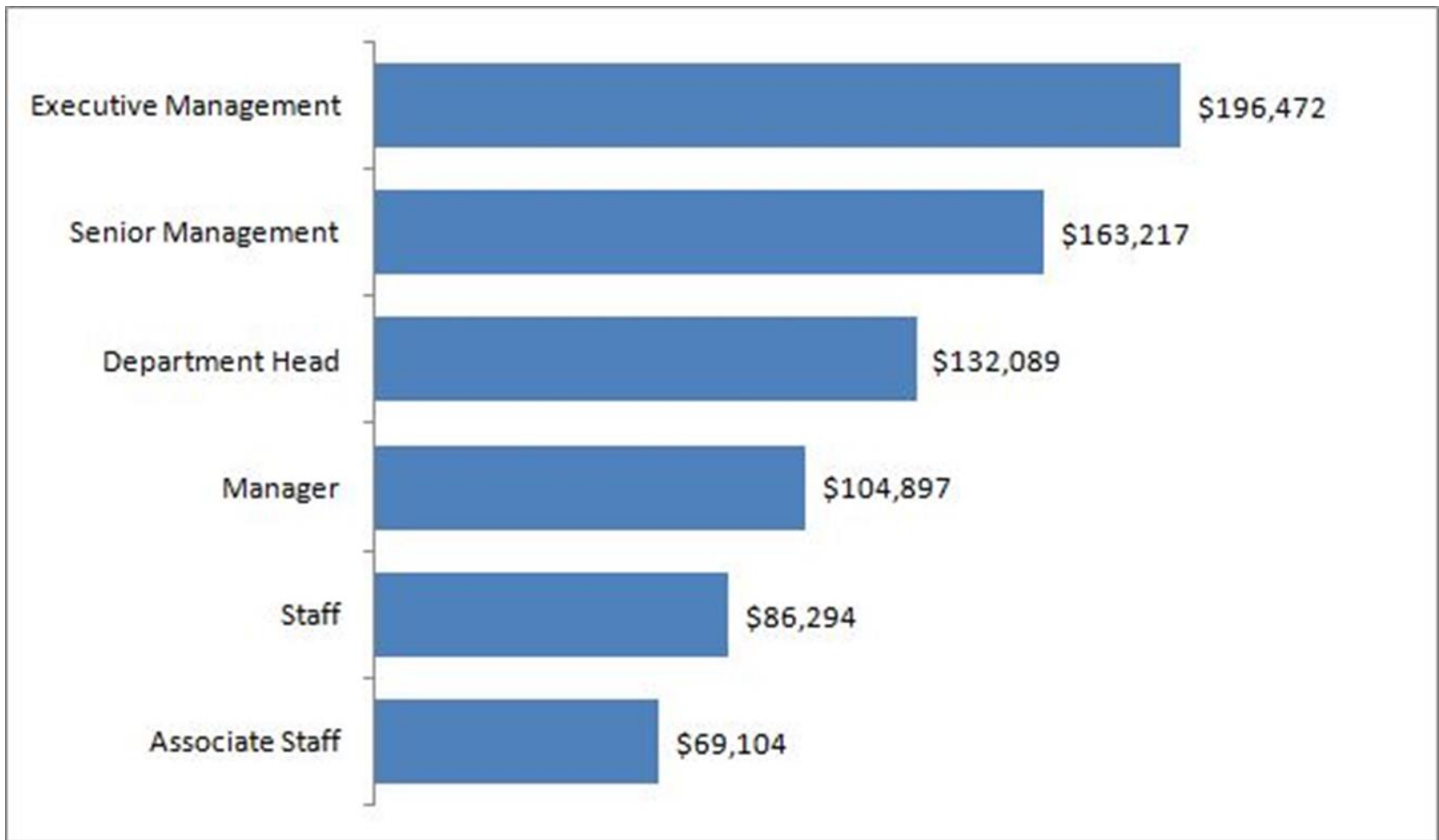
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# Job Descriptions

- **Software Developer/Software Engineer:** Performs product development, including design and modification. Participates in the testing process, which may include test review and analysis. May participate in installation and software support.
- **Systems Analyst:** Evaluates the systems needs of staff and operating departments and recommends solutions to problems. Develops, tests, supports, and modifies internal application systems and database systems. Documents all systems designed and modified.
- **Training Coordinator:** Coordinates customer-training classes, both in-house and at client sites. Ensures that necessary resources are available to properly conduct classes. Coordinates in-house class preparation and assists in preparation of training materials and handouts.

# Salary Information



2015 HiMSS compensation Survey, downloaded from  
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# Challenges in Recruiting

- Talent pool
- Lack of clear definition
- Perceived value vs. cost
- Additional job duties for incumbent workers may not mean increased salary
- Talented staff moving into additional HIT role means loss of another difficult to replace employee
- 24x7x365 position with little support in rural

# Questions for Discussion

1. How are your students being placed into health care facilities?
2. How have HIT salary demands affected your members?
3. What benefits/perks do your members offer their HIT workers?
4. How do the hospitals in your network manage the 24/7 demands with limited HIT staff?
5. How does compensation of incumbent clinical workers change? What benefits make the HIT role attractive to them?
6. Do your health care facilities have retention plans?

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