Purpose:
Rural facilities often struggle to keep the pace with metropolitan areas in the race to recruit physicians. Though the basics of the recruitment process are the same, rural health policy, resources, and partnerships often take the recruitment process down a different course than metropolitan areas. Rural facility practice requirements, physician supply chain, and geography are often hurdles that can become deal breakers for rural facilities.

Learning Objectives:
At the completion of this webinar, the participants will have a better understanding on how to:
- Define the rural competitive environment
- Identify rural specific and industry standard recruitment tools
- Overcome “obstacles” to rural recruitment

Target Audience:
This webinar targets Small Rural Hospitals, Rural Health Clinics, Independent Rural Clinics, Large Health Systems with Affiliated Rural Facilities, Centers for Rural Health, and Primary Care Groups

About the Speaker:
Carrie Galbraith is the Director of Recruitment for the Illinois Critical Access Hospital Network (ICAHN). ICAHN is a non-profit hospital association for 25-bed rural critical access hospitals in Illinois. Ms. Galbraith is employed by the network to provide medical provider recruitment support to the 51 critical access hospital members. The ICAHN recruitment program was a concept developed by a committee of critical access hospital CEOs and partner organizations including the Illinois Center for Rural Health, RMed, and Southern Illinois University School of Medicine. Ms. Galbraith was tasked with organizing the recruitment program for the network, and has been directing the program since its inception five years ago.

Prior to joining ICAHN, Ms. Galbraith was the in-house recruiter for a 185-bed non-profit hospital and health system in rural central Illinois. She has 10 years’ experience in rural physician recruitment. Her experience prior to recruiting includes two years of pharmaceutical sales. She holds a Bachelor of Science in Business and Marketing from the University of Arkansas. She is a member of ASPR, ISPR and has completed 201 and 301 of the ASPR Fellowship program. Most recently, Ms. Galbraith spoke regarding rural recruitment at the ASPR National Conference.
**Registration:**
AzHHA member rate: $200 per connection
Non-member rate: $400 per connection
To register visit [www.azhha.org/educational_services](http://www.azhha.org/educational_services) and click on Education Events.

**Registration Deadline:** Tuesday, January 8, 2013
Registrations made after this date will incur a $25.00 late fee.

**Questions:**
Please call 602-445-4300 or email edservices@azhha.org if you have any questions about this event.