



# Recruiting and Retaining in Rural EMS

Highlighting Successes and Lessons Learned in 2015

# What we'll cover...

- Defining the problem
- Our shot at R&R (or just R) and what we've learned
- A tale of two cities
- The keys to local success
- Your blueprint for starting an active R&R program



# Since 2011...



- Conducted 22 recruiting drives for 13 different agencies within the South Central Region
- Brought over 100 new (and successful recruits) to rural BLS and First Response agencies



# Don't believe us? Just ask

- ▶ Kiester Ambulance
- ▶ Wells Ambulance
- ▶ New Richland Ambulance
- ▶ Le Center Ambulance
- ▶ Minnesota Lake Ambulance
- ▶ Winnebago Ambulance
- ▶ Madelia Ambulance
- ▶ Lewisville Ambulance
- ▶ Trimont Ambulance
- ▶ Elmore First Responders
- ▶ Granada First Responders
- ▶ Sanborn First Responders
- ▶ Comfrey First Responders

# A Tale of Two Cities

Kiester, MN



Lewisville, MN



# Kiester Ambulance

- Varying levels of recruiting success
- Jan. 8<sup>th</sup> / June 1<sup>st</sup>
- City Council/County Commissioners
- Media
- Medical Director
- Neighboring agencies
- Result (you'll have to wait to the end for the really good story...)



# Lewisville Ambulance

- June 2015...staffing issues
- July- Reach out to city, surrounding services, EMSRB
- Medical Director
- August- Recruiting drive
- Update





# Make this about your service

- Definition

- Conceptualize (Definition)

- Operationalize (Measure)

- In a nutshell, create your definition, then create how you would measure it....



# Example...ANGER

- Definition

- Being loud when upset

- Measure

- How loud someone is





# Let's get to work

- Where to start is confusing at best
- We did the legwork for you (and you can add to suite your needs)

- Stakeholders
- Patients
- Leader
- Peers
- Medical Director

## Who will get us started???

# Stakeholders

- Definition

- A person or group that has an interest or concern in an organization

- Measure

- Anyone who is impacted by the operations of the service

- Expectations

- Communication Skills
- Knowledgeable about your organization

**Exercise:**

**1. Identify the stakeholders for your service**

**2. Organize a plan on how to communicate with each stakeholder on a continuing basis that realizes your expectations**

# Peers

## ➤ Definition

- Fellow EMS providers

## ➤ Measure

- Individuals and organizations that you have the potential of working with on EMS related issues (including patient care)

## ➤ Expectations

- Communication skills (remove barriers)
- Looking at little used/new resources
- Unwilling to accept status quo

### **Exercise:**

- 1. Develop a recruiting drive with less than \$20 to spend**
- 2. Do you need feedback from your peers? Why or why not?**

# Leaders

## ➤ Definition

- Someone who makes peers more confident in their presence and effective in their absence

## ➤ Measure

- Consistent operations among all crewmembers

## ➤ Expectations

- Communication skills (horizontally/vertically)
- Mentoring
- Selflessness

### **Exercise:**

- 1. Develop a communication blueprint for receiving honest and open crew/stakeholder feedback.**
- 2. What would a consistent, affordable, and sustainable retention effort look like for your service? Assume you have 20 dollars to spend.**

# Patients (Customers)

## ➤ Definition

- Anyone who receives services from our peers

## ➤ Measure

- Those in a position to evaluate our customer care

## ➤ Expectations

- Communication skills
- Trust in organization
- Dial 911 if they need help
- They will take care of themselves

### **Exercise:**

- 1. Develop a patient feedback form**
- 2. How would you filter/implement recommendations?**

# Medical Direction

## ➤ Definition

- A physician who provides guidance, leadership, oversight, and quality assurance to EMS providers

## ➤ Measure

- A physician who communicates regularly with all providers under their direction

## ➤ Expectations

- Communication skills
- Skills/QA/Face to Face with crew
- Provide updates regarding the latest standards in pre-hospital care

### **Exercise:**

- 1. Develop a sustainable plan to meet your expectations while considering the time constraints of your medical director and crew**

# Kiester Follow Up...



- July 2015
- Lifesave Award
- Event occurred 1 month after "drop dead" date



# So what do we do going forward

➤ **Go to your**



**Keyword: Rural EMS Recruiting and Retention Lounge**

# Give us a call with questions...

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(Get on our distribution list!!!)
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**Keyword: South Central Minnesota EMS**

