

# **IMPLAN: What it can do for your community**

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Brazos Area Health Education Center  
Texas Rural Health Forum  
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# Objectives



- AHEC and TDRA
- AHEC Recruitment and Retention Community Model Overview- our framework
- Define IMPLAN and explain how the software is used.

# Objectives

- Identify the potential economic impact of the IMPLAN software system.
- Provide suggestions for integrating IMPLAN data into your work.

# Texas Department of Rural Affairs (TDRA)

## Mission Statement

"To enhance the quality of life for rural Texans."

TDRA makes the resources of state government more accessible to rural communities and is a provider of rural-focused state and federal resources.

The agency ensures a continuing focus on rural issues, recommends solutions to problems affecting rural Texas, and works to strengthen rural communities so that they remain contributors to the prosperity of the state.

# TDRA's Main Objectives

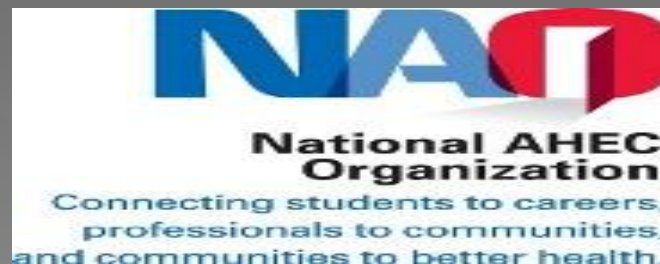
- Community Development
- Economic Development
- Rural Health
  - \* Critical Access Hospitals
  - \* Health Find and Recruitment
  - \* Rural Physician Relief Program
  - \* Grant and Scholarships



# Area Health Education Center (AHEC)

- Our Mission:

Improve the health of our communities by developing a quality health workforce and helping address unmet health needs



# ARRC Model Overview



- ◉ Developed as a way to capitalize on AHEC best practices for building the healthcare workforce
- ◉ Engages community in health workforce planning with the goal of creating a stable health workforce and long-term success of the community in meeting its healthcare needs

# ARRC model framework



- 1) Community Collaborative Recruitment for Immediate Health Workforce Needs
- 2) Engagement of Clinical Health Professions Students as an Intermediate Community Recruitment Strategy
- 3) Growing the Community's Future Health Workforce

# Immediate Health Workforce Needs (PE&S)

- Assists formal and informal community leadership to define health workforce and health service needs
- Refers partners to resources to assist in recruiting health professionals

# Tools to Meet Immediate Needs



- **Texas Health Match:** Online software jobs tool that matches candidates with job listings. Employers post jobs, jobseekers search for jobs, AHEC staff assists in this process
- **AHEC Professional Corps (APC):** Dept of Labor Americorps project specifically providing a recruitment incentive as an added benefit to employees
- **IMPLAN:** Software program used to develop a community economic model that illustrates the impact of changes in the health workforce on the community

# Intermediate Health Workforce Needs (CBE)

- ◉ Engage and promote to community leadership the potential of placement of clinical students for learning experiences in the community as a recruitment strategy
- ◉ Identify and support placements of a diverse range of health professions students in quality learning experiences

# Intermediate Health Workforce Needs

- ◉ Promote community sponsorship of students to promote community as a potential practice opportunity
- ◉ Maintain relationships with promising students interested in the community



# Future Health Workforce Needs (HCP)

- ◉ Work with young career decision makers, schools, community organizations, and community leaders as a long term strategy and investment in their future health workforce
- ◉ Emphasize longitudinal activities with participants to encourage on-going learning opportunities and shaping of career paths into healthcare

# Future Health Workforce needs cont.

Track participants over time to identify 6 milestones:

- ✓ Graduation from high school
- ✓ Matriculation into higher education
- ✓ Matriculation into HP training or education
- ✓ Completion of HP training or education
- ✓ Entry into practice
- ✓ Retention of health professionals



# IMPLAN Definition



- ◉ IMPLAN is an economic-impact modeling system
- ◉ Developed by Minnesota IMPLAN Group, Inc.
- ◉ It is used to create extremely-detailed Social Accounting Matrices and Multiplier Models of local economies.

# How We Used IMPLAN

- ◉ County specific data
- ◉ State and national data
- ◉ To create reports that show the impact of adding one rural physician to a community

# Project Overview



- Partnership with Texas Department of Rural Affairs (Formerly ORCA)
- Identify 27 underserved rural communities (statewide) as project communities
- Develop economic impact profiles for those 27 communities using the IMPLAN software
- Select 7 pilot rural communities for further ARRC Model development

# What is in this report?



- ✓ Demand, Supply, and Future Need for Primary Care Physicians in *Hamilton County*
- ✓ Economic Impact of a Rural Primary Care Physician on the Local Economy for *Hamilton County*
- ✓ Cost and Revenue of a Rural Primary Care Practice
- ✓ Health Workforce and Primary Care Trends

# How is this report helpful?

- ◉ Informs community leaders of local healthcare sector factors.
- ◉ Promotes an economic impact perspective when considering local healthcare.
- ◉ Stimulates community action supporting the local healthcare sector.
- ◉ Serves as the basis for additional health workforce planning and development activities

# Hamilton County

- School presentations
- Junior Volunteer Program
- CNA/EMT class planning



# Hamilton county

- ◉ Texas Health Match
- ◉ Continuing Education
- ◉ Student rotations
- ◉ Succession planning for physicians and dentists



# How Do I Contact TDRA?

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**QUESTIONS?**