A Recruitment Tool for Rural Family Physicians: The Community Apgar Program

David Schmitz, MD¹, Ed Baker, PhD², Barbara Doty, MD³ & Ted Epperly, MD¹
(1) Family Medicine Residency of Idaho, Inc. (2) Boise State University Center for Health Policy (3) Alaska Area Health Education Center

Introduction

• The Critical Access Hospital Community Apgar Questionnaire (CAH CAQ) is a validated tool used in a rural community self-evaluation to assess assets and capabilities in recruiting and retaining physicians.
• 50 Factors in 5 Classes
• Designed to be a real-time assessment tool providing guidance for the most helpful interventions at the present.
• Developed to differentially diagnose a CAHs relative component strengths and challenges
  • prioritize improvements
  • identify marketing opportunities

Community Apgar Program

The Community Apgar Program (CAP) is a two year program utilizing site visit interviews with rural physicians and hospital administrators to assess both modifiable and non-modifiable factors identified as most important for rural communities to aid in recruitment and retention of family physicians.

States Participating/Interested

Research, Education and Policy Initiatives Bottom 10 Apgar Factors – Y1 CAH Overall

Results

Top 10 CAH Apgar Factors Across Five States

Apgar Solutions

Apgar Solutions Examples:
• Apgar Factor – "Mental Health"
  • Staffing and access to care
  • Ancillary mental health staffing low
  • Physician burden providing direct mental health service high
  • ASTHO grant funded onsite strategic planning
• Apgar Factor – "Perception of Community"
  • Candidate’s first impression
  • Outstanding websites and few intriguing marketing materials

CAP Value

• Beyond "Expert Opinion"
  • A new approach to the old problem of physician recruiting
  • Self-empowering for the community: knowledge as power, not an outside professional recruiter
  • Beyond physician recruitment to community improvement

<table>
<thead>
<tr>
<th>States Participating in the CAP</th>
<th>States Interested in Implementing the CAP</th>
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<tbody>
<tr>
<td>Idaho Family Physician Rural Workforce Assessment Pilot Project (Published in the Rural &amp; Community Health Journal)</td>
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Case Study

Case Study: CHC X: Comparative Cumulative Apgar Score for Geographic Class

For Geographic Class

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