

Opportunity Highlight: North Bend Medical Center in Coos Bay

The North Bend Medical Center (NBMC) is a physician group clinic based in Coos Bay, Oregon. The medical cooperative is comprised of 15 specialties and has clinics in Bandon, Coos Bay, Coquille, Florence, Gold Beach and Reedsport. Each NBMC clinic includes family practice providers, and provides lab services, day surgery, radiology services, EKG tests, and audiology services.

In addition to 44 physicians, NBMC employs approximately 160 other staff. Employees find their jobs to be professionally challenging and personally satisfying. "A well run practice and nice people make this a great place to work," said Marce Knight, Administrative Assistant, who has been with NBMC since 1976.

North Bend Medical Center is made up of long-term employees. Of the 22 physicians recruited during the last seven years, only three have left the practice. The Center's practitioners are actively involved in the recruitment of new physicians. "They work hard to find a good fit for the practice, its patients and the community," said Knight. "The physicians like to be involved in phone interviews, site visits, and the final decision to hire a candidate. "When we invite a candidate to a site visit," Knight continues, "it has already been determined

that they are a good match. These candidates tend to sign a contract upon visiting the Center, especially after meeting the staff and seeing the beautiful southern Oregon coast."

The Bay Area Medical Clinic in Coos Bay is located in Coos County, which sits on the southern pacific coast midway between San Francisco, California and Seattle, Washington. The communities of Coos Bay, North Bend, and Charleston make up the Bay Area, which is located approximately 115 miles from Eugene, Oregon's second largest city.

The spectacular southern Oregon coast is a beautiful place to live, and the area's splendor and natural beauty are a great place for families to grow. The two incorporated cities within Oregon's Bay Area are Coos Bay and North Bend. These cities share a common boundary with Charleston, an unincorporated area to the southwest.

Coos County has a population of 62,950, with 15,470 inhabitants in Coos Bay, and 9,370 residents in North Bend. The area supports two K through 12 school districts, three major libraries, Southwestern Oregon Community College and University of Oregon's Institute of Marine Biology. Coos Bay

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Dear "Aunt Jo"

Your recruitment questions answered



Dear Aunt Jo:

I am a J-1 visa holder and would like to practice medicine in the U.S. I have spoken with friends from Oregon and researched the state on the Internet and

would be very interested in living and practicing in Oregon. What advice would you give me on obtaining sponsorship in Oregon?

Signed,
Visions Of Oregon

Dear "Visions":

First, understand that this requires employment in an underserved community. Therefore, the rural community must have a HPSA designation (Health Professional Shortage Area), or be a MUA/MUP (Medically Underserved Area, or a Medically Underserved Population), all of which are designated by the federal government.

Then be sure to:

- Start your search a year prior to graduation from your residency program.
- Define your work style and identify your ideal work environment.
- Create a cover letter that explains your practice philosophy and goals. Talk about the contributions you can make to a rural community, both personally and professionally.
- Create a CV that concisely highlights your education and relevant experience.
- Get to know your recruiter so that she will be able to represent you on a personal level to opportunity sites.
- Spend time assessing whether various practice opportunity sites meet the personal lifestyle needs of you and your family.

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is home to Bay Area Hospital, a 172 bed publicly owned acute care facility, which serves as a regional referral center.

The International Port of Coos Bay is the largest coastal harbor between San Francisco and Seattle, and even though wood products, commercial fishing and shipping have decreased as mainstays of the local economy, it is still Oregon's second busiest maritime port. The North Bend Municipal Airport provides southwestern Oregon with commercial air services via Horizon Airlines.

The area is becoming more economically diverse, with manufacturers of precision tools, sports equipment, containerboard, and plastic products bringing jobs to the region. CyberRep, the first Internet-based company in Coos County provides more than 450 technical support jobs.



North Bend Medical Center, Coos Bay, Oregon

Coos County has a mild and humid marine climate, resulting from the moderating influences of the Pacific Ocean and from rainfall induced by the coast range to the east. Rainfall along the coast averages 63.48 inches per year, with the majority, approximately 10 inches per month, falling during November, December and January. Temperatures range from annual mean highs of 59.5 to annual mean lows of 45.5 degrees. This allows for the Bay Area's almost unlimited recreational opportunities. There are adventures waiting to be found at local nature trails, sand dunes, and while beach combing, fishing or boating. Public gardens, theaters, museums, and art galleries are all located in the tri-city region.

If you would like to find out about opportunities at the North Bend Medical Center in Coos Bay please contact Jo Johnson, Recruitment Services Coordinator, at johnsjo@ohsu.edu, or toll-free at 866-674-4376. More information about the scenic southern Oregon Coast can be found at the Bay Area Chamber of Commerce website, <http://www.oregonsbayareachamber.com>.

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- Ask for and utilize feedback to your best advantage.
- Stay actively involved in the search process.

Using these tips will help you find a good, long term fit in a rural practice in Oregon.

Aunt Jo



Dear Aunt Jo:

I have a practice opportunity listed with the Oregon Office of Rural Health and have been disappointed in the number of candidates submitted for my consideration. Is there anything I can do?

Signed,
Assistance Please

Dear "Assistance":

Detailed information about the practice opportunity is critical to generating interest. Check with me to see what information is in the narrative description of your opportunity. I can furnish a copy of the article "Suggested Ingredients," which focuses on how to create a comprehensive narrative description.

Narrative descriptions work better when details are spelled out. For example, saying "competitive compensation and benefits" does not tell the potential candidate much if they are new a graduate and unfamiliar with the state. Providing detailed information on salary range, retirement and benefits, CME allowances, etc., gives a clear picture of what can be anticipated.

We all know that it is essential to have as much information as possible when making career decision, but candidates can be uncomfortable asking about compensation and benefit information prior to being offered a position. Taking the time to develop this narrative can make a huge difference in candidate interest.

Another mechanism for generating interest about your practice opportunity is by attaining certification as an approved National Health Service Corps (NHSC) scholar or loan repayment site. To learn more about NHSC, visit <http://nhsc.bhpr.hrsa.gov/>. You may also be a qualifying site for the state loan repayment program. Contact me for more information.

Aunt Jo

For recruitment and retention technical assistance, feel free to contact Jo Johnson, Recruitment Services Coordinator, toll-free at 866-674-4376. Please send your questions for Aunt Jo to johnsjo@ohsu.edu or FAX to 503-494-4798.

Contract Caveats for Consideration

The perfect provider and the perfect practice have at last been matched up, and everyone's happy. How do you maintain and build on that good beginning? One way is for the new employee and the new employer to lay out all their expectations in a comprehensive contract.

Comprehensive contracts can provide a solid foundation for building a lasting relationship between a practice and a newly employed physician as well as prevent unnecessary misunderstandings, which can lead to unmet expectations down the road.

Please remember that only an attorney can assist in completing a legal contract; however, the following points are some helpful basics to remember when developing a contract.

- When completing a compensation package, include a base salary plus incentives based on performance, and keep Stark II in mind. The Stark II legislation limits referrals to health care entities with which there is a financial relationship.
- It is important to be sure compensation plans discussed during negotiations are included in the employment contract.
- Include benefits information in the contract. Clarify the number of days off received for illness, vacation, and CME and whether these will be paid days off. Are the total number of days an aggregate of personal time, or are there a specific number of days for each event?
- Specifically state work obligations. The expected number of hours for full time or part time work should be spelled out. Clearly state expectations for call coverage and plans for leave or compensation for exceeding these expectations.
- Does the contract address 'tail coverage'? This is malpractice insurance for acts that took place during employment but which may not be litigated until after the employee either leaves their position or is terminated.
- Include a termination clause. A comprehensive termination clause explained in simple terms eliminates confusion for all parties.
- Determine if restrictive covenants and non-solicitation provisions are appropriate to include in the contract.

Unambiguous, detailed contracts can provide a solid foundation for building a trusting relationship between practice

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and provider, as well as preventing misinterpretations about expectations in the future.

For more information contact Jo Johnson, Recruitment Services Coordinator at the Office of Rural Health, 503-494-4450, toll-free 866-674-4376 or via email at johnsjo@ohsu.edu.

A Big Thanks

THANK YOU to those participating in site visits! LaPine Community Clinic, Prineville Memorial Hospital, Coquille Valley Hospital in Coquille, Southern Coos General Hospital in Bandon, Lower Umpqua Hospital in Reedsport, North Bend Medical Center in North Bend, Area Health Education Center of Southwest Oregon in Winston, Healthcare for Women in Roseburg, Merrill & Bonanza Clinics, Klamath Walk-in Care Center, Salud Medical Center in Woodburn, and Merle West Medical Center in Klamath Falls.

I appreciated your generosity and hospitality – thanks so much for the time you gave to share information and lead tours of your facilities! The excitement and commitment in your communities is awe-inspiring.

Survey Feedback

Thank you to everyone who took the time to fill out and return the survey. Respondents felt that the newsletter was informative and helpful. We will continue to mail the HERO newsletter to sites looking for candidates, and candidates looking for sites.

Request For Information

The Office of Rural Health needs your feedback. If a locum tenens listing were available on the Office of Rural Health web site, would you use it? This list would be a place for providers to look for locums positions, and for practices needing locums coverage.

We would like to measure the level of interest in this web-based listing. To register your opinions contact Jo Johnson, Recruitment Services Coordinator, at 503-494-4450, or at johnsjo@ohsu.edu.

**The HERO Program at the
Oregon Office of Rural Health
would like to hear from you!**

Call us at:
503-494-4450 or
toll free, 866-ORH-HERO

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