

**A one-page marketing plan **checklist** for rural healthcare to attract providers**  
by Intelliworx | [intelliworx.com](http://intelliworx.com)

**Audience research:**

- Spend time understanding providers;
- Conduct interviews, surveys or focus groups;
- Review third-party surveys, data reports;
- Attend conferences and networking events; and
- Stay on top of trade news around workplace trends.

**Positioning ideas:**

- Make a big difference in a small town;
- Deliver tangible outcomes in underserved communities; and
- Offer the autonomy to see the provider's effect on local health.

**Messaging ideas:**

- Lower cost of living (translates to higher take home pay);
- More time with patients;
- Better work-life balance;
- Slower pace of rural life;
- Job security;
- A greater sense of purpose;
- Better cross-training and professional development (well-rounded);
- Better organizational culture;
- More autonomy to manage how they work; and
- Leadership opportunities.

**Campaign tactics to consider:**

- Maintain a well-conceived career page on your website;
- Post open positions to LinkedIn and job boards;
- Promote vacancies on social media;
- Participate in college and university recruitment programs;
- Exhibit at job fairs, industry conferences and trade shows;
- Advertise open roles in targeted trade publications and podcasts;
- Offer employee referral bonuses for provider candidates; and
- Conduct personalized recruiter outreach to potential candidates.

**Ongoing programs to consider:**

- Develop early career recruitment programs, like mentoring and shadowing;
- Commission your current providers as “ambassadors” to speak on campuses;
- Create and advocate for rural residency programs;
- Build rural fellowship or research programs;
- Network with community partners to support spousal employment;
- Initiate career development and leadership programs;
- Apply to speak on workforce trends at industry conferences and tradeshow;
- Contribute big ideas about provider workplace trends to news, trades, and podcasts; and
- Create provider testimonials and success stories – and promote them on digital and video channels on an ongoing basis.

*The [Healthcare Workforce Management](#) solution by Intelliworx is specifically designed to support rural hospitals and healthcare. Check out this [short video](#) or [contact us for a no-obligation demo](#).*