

Provider Recruitment Program: Behavioral Health Professionals

Overview

The Provider Recruitment Program (PRP) was created as a pilot in September 2014 with Partnership HealthPlan of California (PHC) board-approved funding for PHC's 14-county service area. To date, more than \$9.3 million has been approved for the PRP to support hiring of primary care providers (PCPs), mental health providers, and behavioral health professionals.

The goal of the program is to increase PHC members' access to providers and behavioral health professionals in rural counties. The program does not include support for dentists.

As of July 1, 2023 the program has supported 646 offers of acceptance (291 physicians, 335 advanced practice providers (NP's/PA's), and 20 behavioral health professionals with program incentives to enhance partner organization recruitment efforts to meet access to care needs of Partnership membership.

2023 Program Updates

PHC has made updates to the PRP in response to increased competition, a shortage of candidates, and increased costs incurred by sites hosting candidates. The update includes an enhanced signing bonus available for licensed behavioral health professionals and certified substance use disorder (SUD) counselors, as well as an increase to the program's site visit.

Organizations with an existing PRP grant agreement with PHC will need to execute an amendment to the agreement in order to participate with the updated incentives.

Program Highlights and Incentives Available:

- \$20,000 signing bonus for licensed behavioral health professionals with special skill/specialty (i.e. bilingual, or from/connected with a culturally, ethnically, or racially underrepresented community, or specialty training: licensed clinical social workers, licensed marriage and family therapists, licensed professional clinical counselor, and licensed clinical psychologists)
- \$4,000 signing bonus for SUD counselors
- \$5,000 signing bonus for bilingual certified SUD counselors

Program Criteria

- The program is available for successfully recruited candidates employed with an organization (independent providers do not qualify) contracted with PHC or Beacon Health Options.
- If the candidate is currently practicing, they must be from outside PHC's 14 counties. Providers in training programs within PHC's 14 counties qualify for program support.



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- Certified counselors practicing as registered counselors who become certified or candidates hired as certified counselors qualify for support; registered drug counselors are not eligible.
- Requests for support must be made before formal offers to candidates.
- Bilingual candidates must be bilingual in Spanish or a language needed in the PHC network.
- Skills and qualifications will be verified through several sources including credentialing, certification to verify bilingual capacity, or written attestations substantiating experience.
- Behavioral health services may be provided via telehealth if the candidate resides in and is licensed/certified in California.
- Certified SUD counselors must provide SUD services in PHC's Wellness and Recovery Program counties (Humboldt, Lassen, Mendocino, Modoc, Shasta, Siskiyou, or Solano).

Important Notes

- There is a 12-month expectation of service attached to the first bonus payment for the behavioral health signing bonuses for supported candidates. If a candidate leaves their position before completing the 12 months of service, they are expected to reimburse the bonus less remaining months (8.333% per month).
- If a candidate is practicing less than full time, the amount of the signing bonus will be prorated based on the percentage the candidate will be practicing.
- Payment of approved program incentives begin when supported candidates are credentialed, which must be within six months of candidate's start date.
- Organizations will pay recruited candidates PRP payments minus any applicable taxes. PRP payments cannot be discounted from the compensation package the recruited candidates receive from the organization.
- The organization must have a current contract in "good standing" to participate.
- All recruited providers must agree to be credentialed by PHC (and/or Carelon Behavioral Health) to provide services to PHC members.
- Organizations must submit a final report at 12 months of service for supported behavioral health professionals.

Please contact Workforce Development with any questions or request at wfd@partnershiphp.org or call **(707) 430-4846**.