



NHSC Communications

National Advisory Council on the National Health Service Corps

November 15, 2023

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Bureau of Health Workforce (BHW)

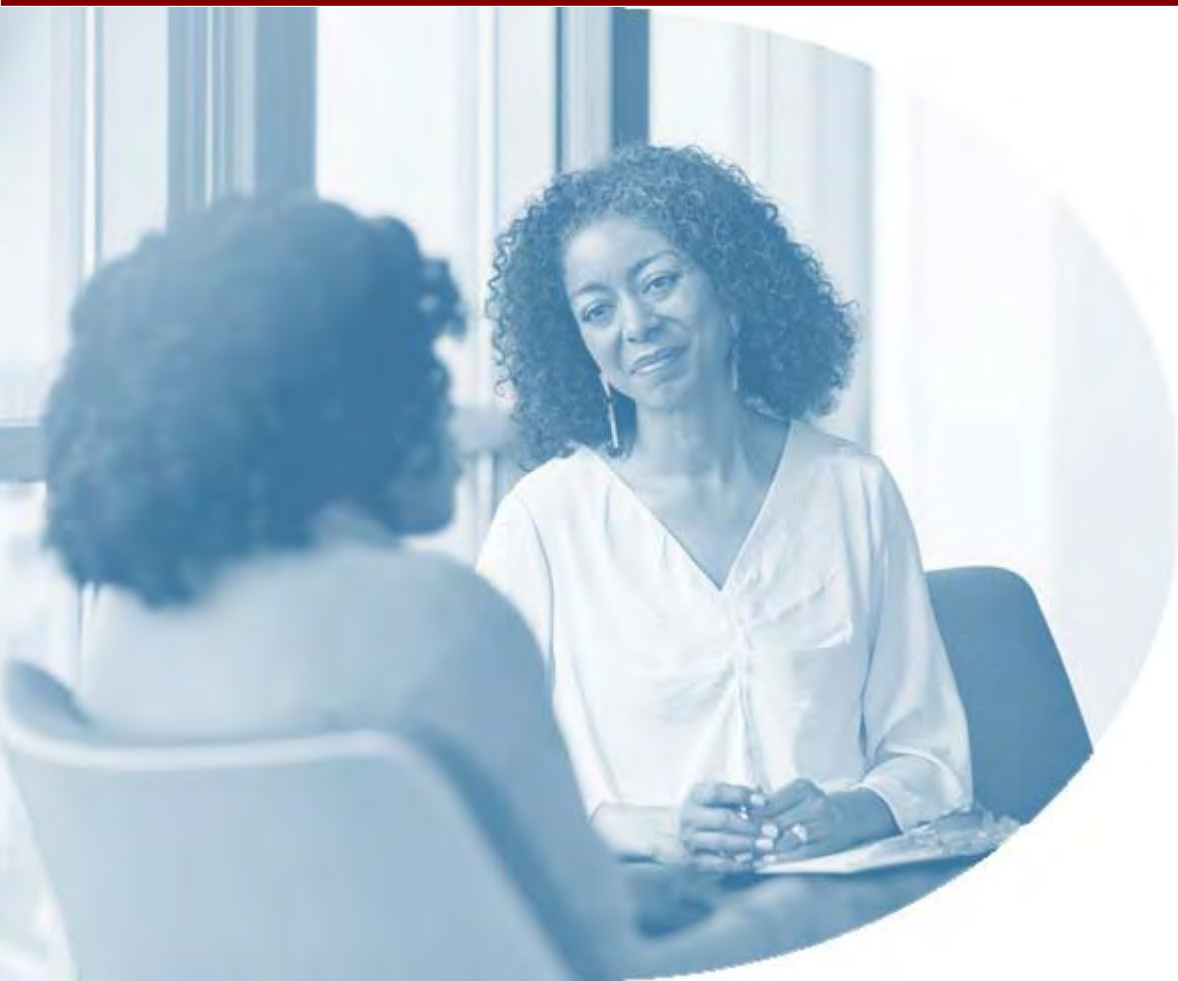
Vision: Healthy Communities, Healthy People



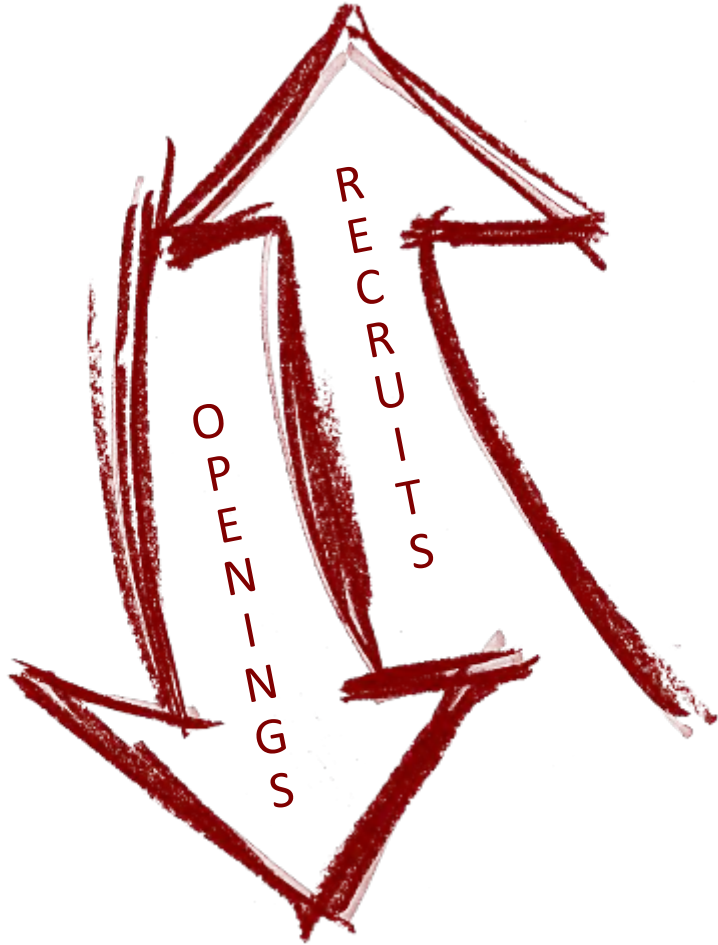
Agenda

- 1 — Communications = Collaboration
- 2 — Barriers and Challenges
- 3 — Communication Objectives and Tactics
- 4 — The Full Picture
- 5 — Questions?

Communications = Collaboration



Barriers to NHSC Recruitment



BASED ON PROGRAM GOALS AND DATA

- Number of applications
- Quality of applications
- Disciplines represented
- Other variables

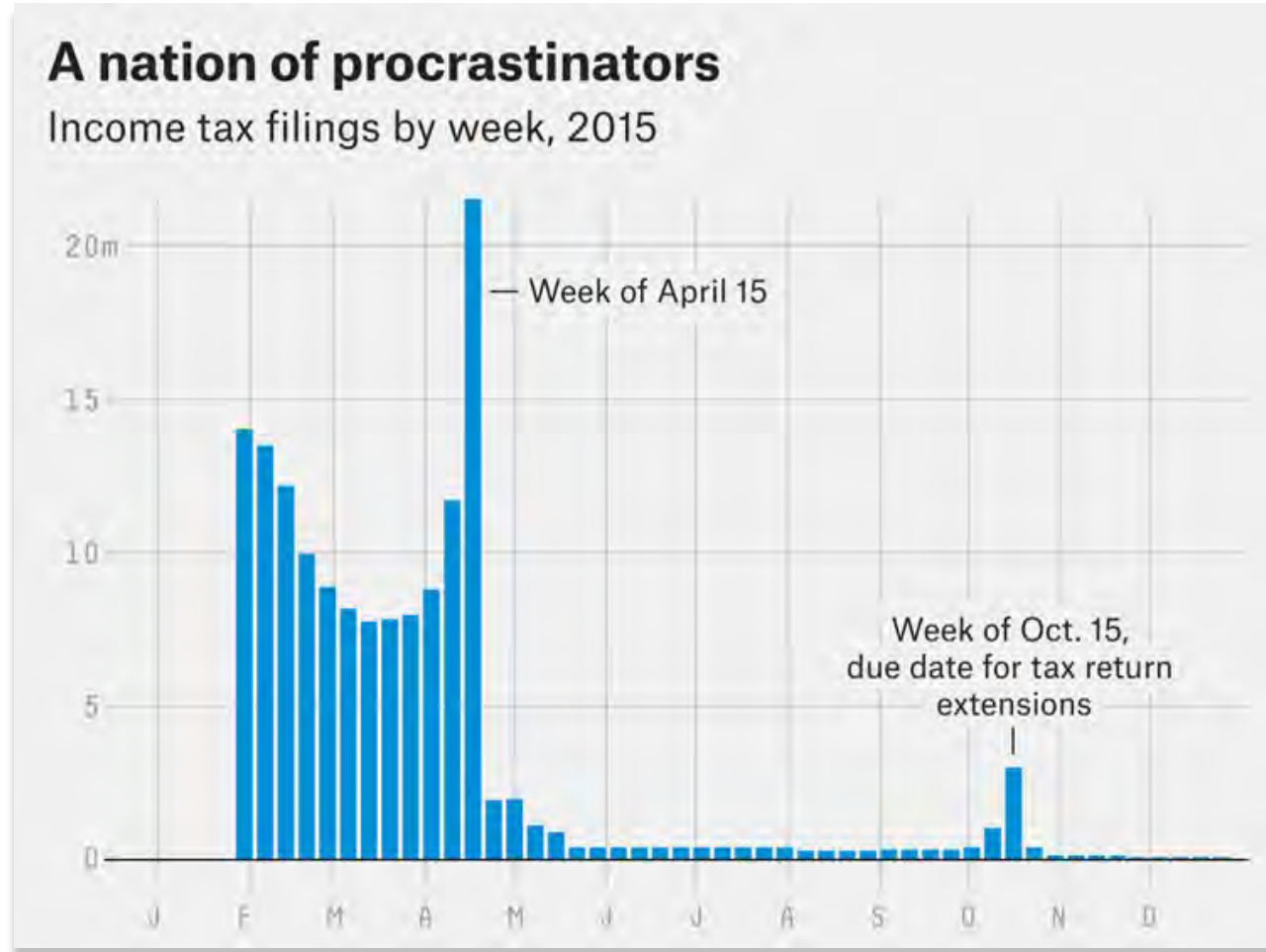
Meeting Challenges in Communications



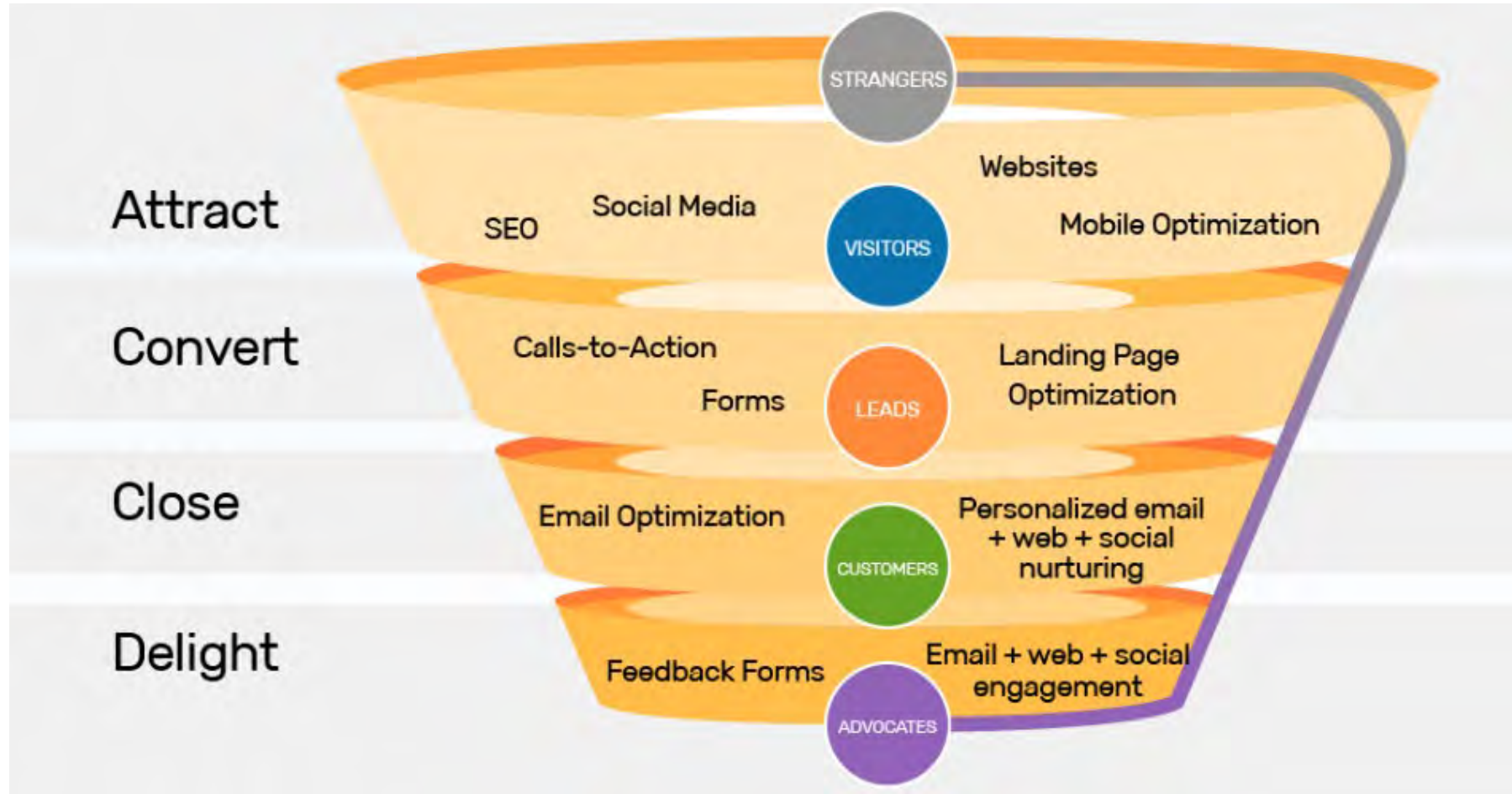
FOUNDATION FOR SUCCESSES IN 2023

- Staffing
- Advanced skills
- Contract support
- Tools and training

The Reality of NHSC Applicants



Digital Marketing Funnel



Digital Communications Objectives and Tactics



NHSC Website: nhsc.hrsa.gov



FY 2023

BHW Customer Service Portal	74,768 visits
Health Workforce Connector	26,532 visits
Email subscriptions	18,327 visits
Helping recruits succeed	Priceless

NHSC Website: Innovations in 2023

Give Feedback

0% 100%

Did you find what you were looking for today?

☐ Yes

☐ Partially

☐ No

☐ Not sure yet/still looking



Log In **Sitemap**

Visits to the BHW Portal

- Sep 2022: 5,148
- Sep 2023: 27,185

How to transition from school or training to NHSC service

Follow our [step-by-step guidance](#) to prepare for service, identify eligible employers, interview, and accept a job offer.

Job Search Guidance and Tips

Step 1: Prepare for Service

Step 2: Identify Eligible Sites

Step 3: Interview with Eligible Employers

Step 4: Accept a Job Offer

Step 1: Prepare for NHSC Service

As an NHSC Scholar or Student to Service (S2S) Loan Repayment Program (LRP) participant, you must find employment at an NHSC-approved site to meet your service obligation.

You are responsible for communicating with potential employers and obtaining a job offer.

NHSC Social Media: LinkedIn, Facebook, X



Posts by program

Scholarship: 70

Loan repayment: 149

New site: 84

Students to Service: 93



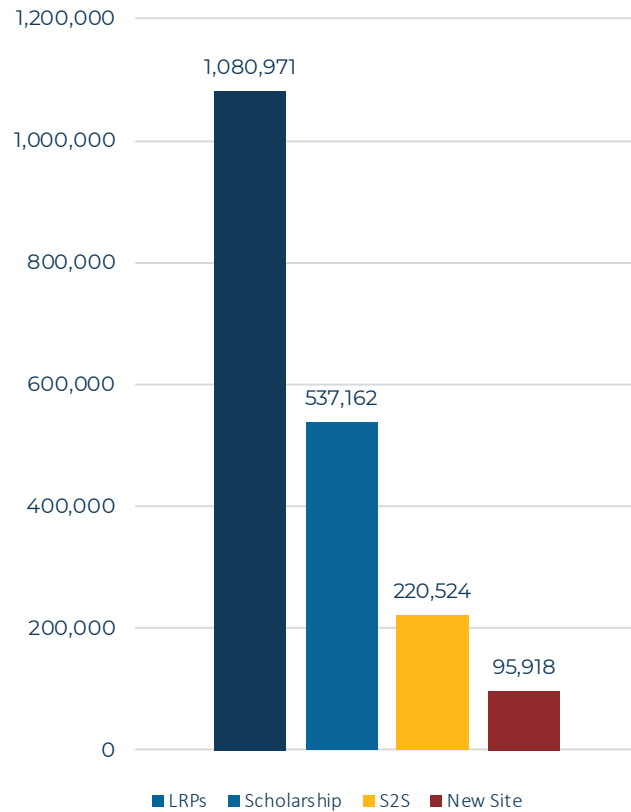
Totals Across Platforms

Impressions	1.9M
Engagements	22,801
Link clicks	8,555
Key enhancements	4

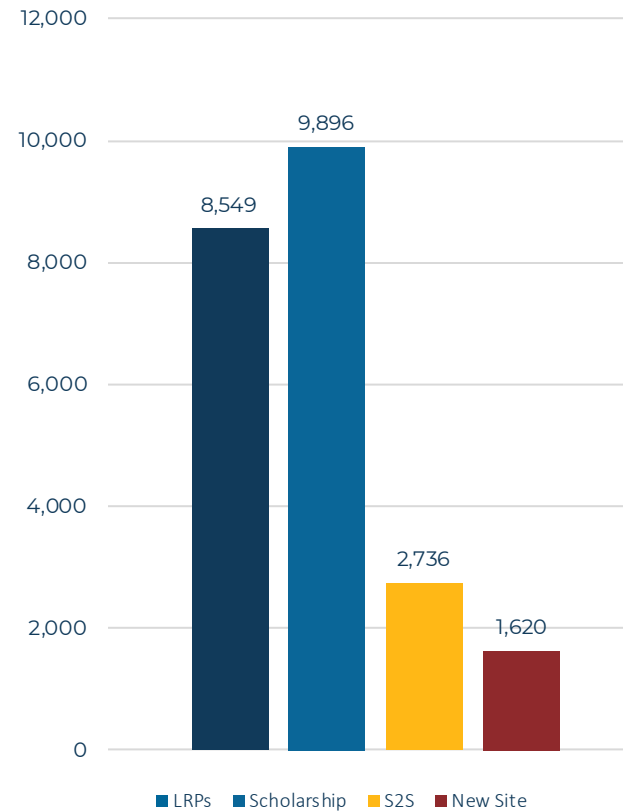


NHSC Social Media: LinkedIn, Facebook, X

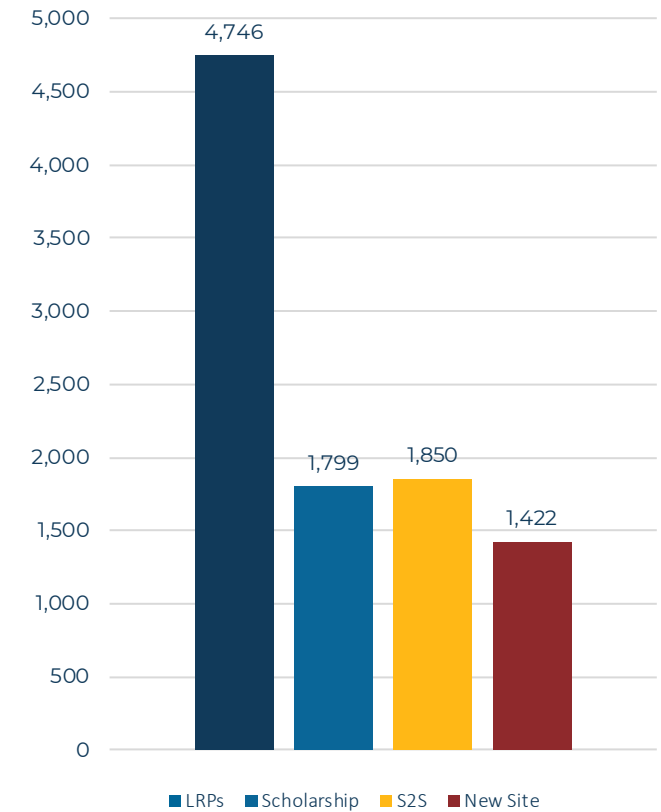
IMPRESSIONS



ENGAGEMENTS



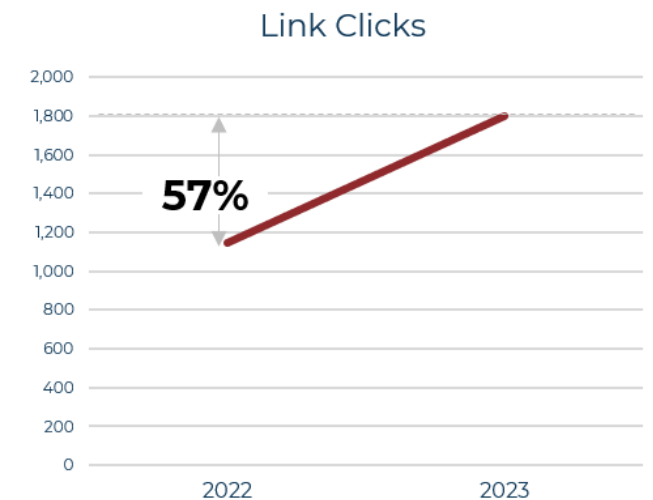
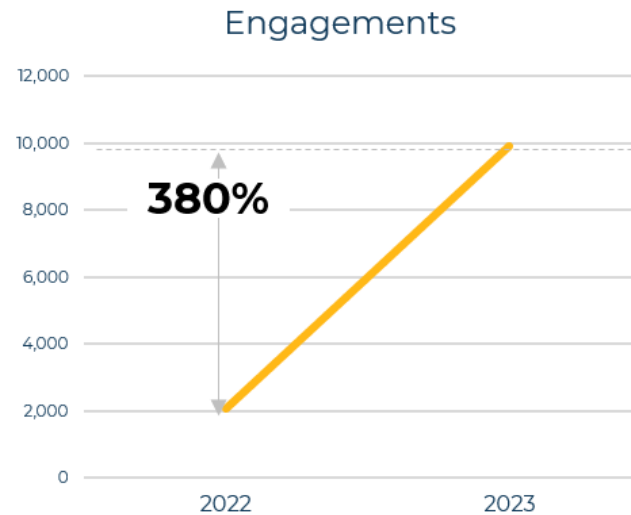
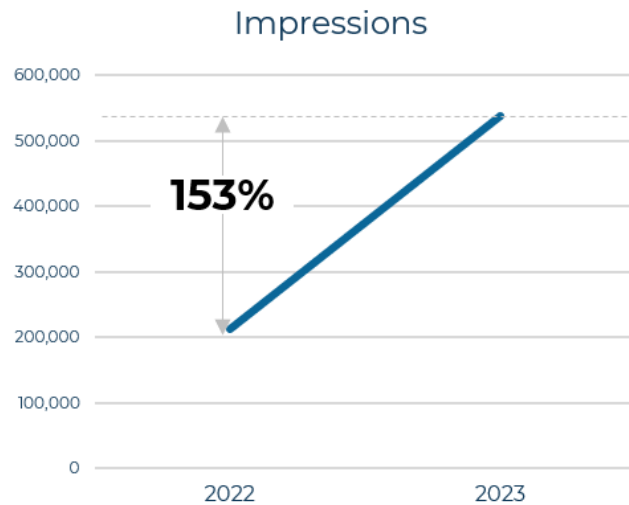
LINK CLICKS



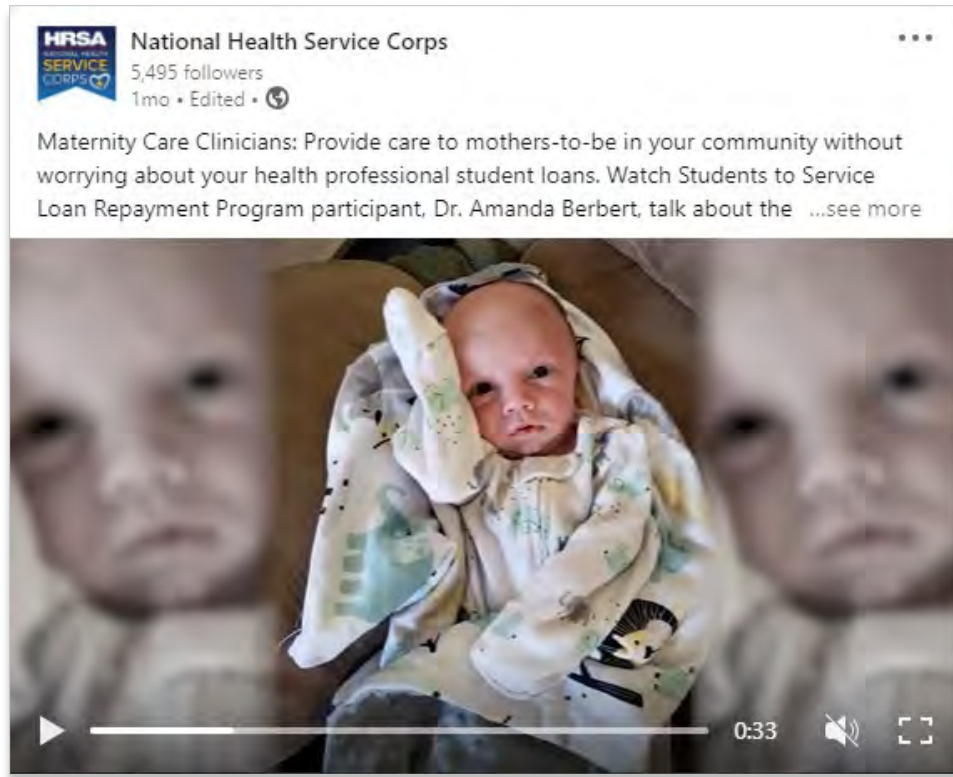
NHSC Social Media: Focus on Scholarship

Comparative metrics

Compared to the 2022 Scholarship application cycle campaign—
153% increase in impressions, **380%** increase in engagements,
57% increase in link clicks



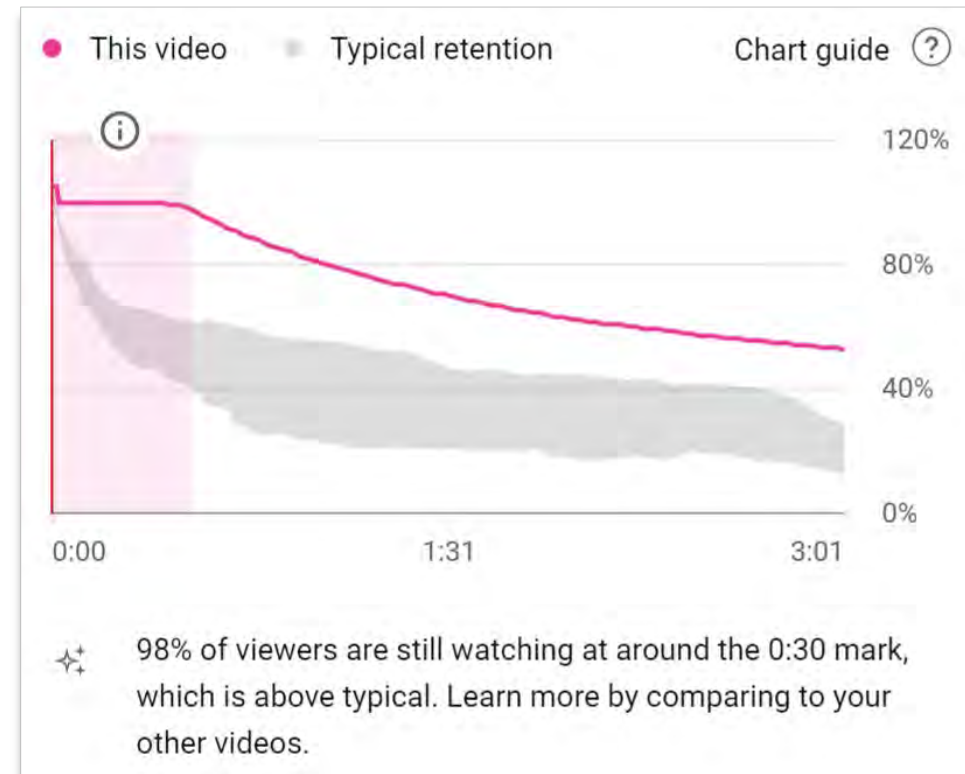
NHSC Social Media: Innovative Approaches



HRSA Social Media: YouTube – Multiple Metrics

What does success look like?

- 72,000 views +
- High retention rate



NHSC Paid Social + Paid Search

Paid social

- Existing platforms
- Outreach to new platforms (Reddit)





Paid search

- Google AdWords
- High web engagement: 62%

Keyword(s)	Clicks ▾
nhsc scholarship	27,556
hrsa scholarship	6,475
national health service corps scholarship	5,856
nhsc scholarship program	1,682
national health corps scholarship	1,406
nhsc scholarship application	1,110
nhsc dental scholarship	1,107
national health service corps scholarship program	1,086
nhsc pa scholarship	808
hrsa nhsc scholarship	801

NHSC Email Marketing



Only a few days left to apply.

Make the most of your weekend - finish your application!

This is your chance to get up to \$100,000 in loan repayment with the [National Health Service Corps \(NHSC\) Loan Repayment Program](#). **Don't miss out - the application deadline is Tuesday April 25 at 7:30 p.m. ET.**

By submitting your application, you'll not only benefit from tax-free loan repayment, but also enjoy a competitive salary and have the opportunity to make a real difference in an underserved community.

[Finish Your Application](#)



6.2M
Emails sent

FY2023

#2 source of visitors to the NHSC website

141K
users

#2 source of visits to the NHSC website

199K
sessions

Recipients read them (open rate)

62%

Recipients click links (click-through rate)

13%

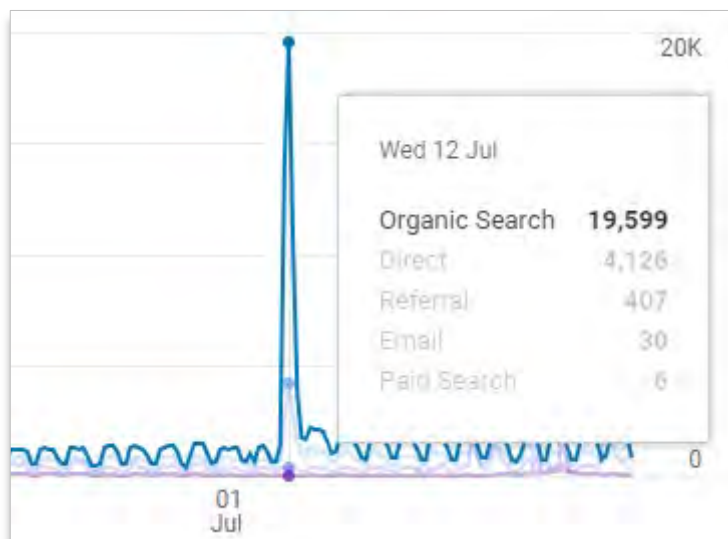
NHSC Search Engine Optimization (SEO)



FY 2023

#1 source of visitors	383,113 visits
#1 source of visits	658,874 visits
High rate of engagement	67%
Peak search date	July 12

NHSC SEO: What happened on July 12?



Keyword(s)	Clicks
national health service corps	9,000
nhsc scholarship	1,507
nhsc	665

Congress urged to reauthorize, double National Health Service Corps funding

Jul 12, 2023 - 03:19 PM



AHA July 12 joined 64 other organizations in urging Congress to quickly pass the Restoring America's Health Care Workforce and Readiness Act, bipartisan legislation that would reauthorize the mandatory portion of the National Health Service Corps through fiscal year 2026 and double funding for its scholarships and loan repayment for health care workers who serve in federally designated shortage areas. Introduced in March by Sens. Dick Durbin, D-Ill., and Marco Rubio, R-Fla., the bill would provide \$625 million in funding in FY 2024, increasing to \$825 million in FY 2026. Without congressional action, the program will expire Sept. 30.

NHSC Digital Analytics in 2024

1 Data Collection



2 Data Preparation



3 Data Visualization



4 Data Analysis



5 Data Storytelling



www.effectiveadatastorytelling.com

The Full Picture

DIGITAL OUTREACH

- NHSC web features
- NHSC digital toolkits
- HRSA social channels
 - LinkedIn
 - Facebook
 - X
 - Instagram

NEWSLETTERS

- HRSA eNews
- BHW Connections
- FORHP Newsletter
- Primary Care Digest
- Internal HRSA newsletter
- Internal BHW newsletter

EVENTS

- Conference exhibits
- Conference presentations
- BHW leadership speaking engagement
- Webinars



Questions



Contact Us

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Bureau of Health Workforce (BHW)

Health Resources and Services Administration (HRSA)

Website: www.bhw.hrsa.gov



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