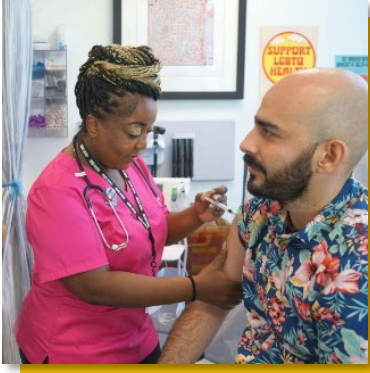




Health Center Language Database: Persona-Based Messaging

PERSONA-BASED MESSAGING



Target Your Messages to Speak Directly to the Ideal Candidate. Use this Information to Further Your Reach!



Based on the feedback from Community Health Center interviews, the following information provides targeted messaging that speaks directly to the personas (the ideal candidates and their characteristics) that health centers hope to attract. Organized by persona, these messages speak directly to potential candidates and help them see the direct alignment between their interests and your open positions. Use these messages in social media posts, requisitions, and general advertisement materials.

PERSONA-BASED MESSAGING:

“Patient Turned Potential Staff” Patrick

Make your most connected patients your best health center asset.



How do health centers staff for long-term success while facing high demand for passionate resources? Look within! See below for specific language tailored to past, current, and future patients of your health center.

“Lend Us Your Unique Perspective”

“Healthcare is collaborative—we are case managers and legal counsel, doctors and nurses, front desk, and administrative staff, to name only a few of the roles we engage in support of the health center. Come talk to us about your experience and how we can work together for our community. Fill out an application today.”

“Learn and Serve with Purpose”

“Administration and operations of health centers are vital to keeping the doors open so all patients can get the care they need. Get hands on knowledge of how to run this critical community service while helping your community.”

“Challenge Yourself, Grow with Us”

“Are you looking for a new challenge, close to home, with a schedule that fits your family’s needs? We’re here and we’re hiring in your community. We’re excited to help you grow into the next phase of your career.”

“Dignified Care – Pay It Forward”

“You have experienced the dignified and affordable access to healthcare we offer. We’re hiring for medical and non-medical positions, so now you can participate in ensuring others receive the same care.”

“Join a Legacy of Community Service”

“Our legacy of on the ground healthcare spans generations in your community. Join our team in taking care of the next generation with dignified, affordable access to healthcare.”

PERSONA-BASED MESSAGING:

“Movement-Focused” Melanie

Capture the attention of individuals who are already connected to the purpose of the Community Health Center Movement: Serving underserved populations in need of support.

Finding uniquely qualified individuals who understand the complexity and necessity of health centers in the area they live in is a useful approach. Draw their attention with targeted messaging.

“Build Your Career with Driven, Targeted Care”

“Do the work you feel driven to do and grow while doing it, all in service to your community.”

“Post-Graduate Focus on Community”

“You’ve completed your program, now practice your craft and teach the next generation right here in your community.”



“Develop Expertise, Lean Into the Complex”

“Connect with and have a deeper impact on the community you serve. Develop and grow your expertise in a complex, ever changing, and intimate healthcare environment.”

“Grow Your Capability in a Challenging Environment”

“We treat more than patients—we help individuals in our community with mental, behavioral, dental, and medical services. We invest in the long term, big picture of the individual and our community, one patient at a time. Join us.”

“Mentorship and Direction with Deep Connection”

“Continue learning and work with mentors who can help you grow your career while providing dignified, quality, affordable, real access to healthcare to all those who need it.”

PERSONA-BASED MESSAGING:

“Retired Professional to Renewed Outreach” Rachel



With so much to lend to the healthcare landscape, reengage veteran practitioners to fortify your health center.

It goes without saying that seasoned healthcare professionals bring needed expertise to health centers. Read on for targeted messaging.

“Lend Your Expertise to the Next Generation”

“You’ve spent years providing compassionate care to patients. Before you close the door, consider holding it open for someone else! Work in the medical field while teaching the next generation of practitioners on a schedule that fits your needs.”

“Continuing to Serve through the Next Stage in Your Career”

“Are you ready for something new, but not ready to retire from the medical field? Flex your skills and your schedule while providing compassionate care in your community health center.”

“Lead from a Place of Wisdom and Support”

“Before you leave the medical field, train the next generation to provide dignified, quality, affordable, real access to healthcare to all those who need it.”

“Reignite Your Passion by Paying it Forward”

“Do you remember why you started in the medical field? Before you retire, consider working in your community a little longer to provide dignified, quality, affordable, access to healthcare to all those who need it.”

“Stay Involved, Share Your Experience”

“Are you ready to make a new kind of difference? Explore other ways to stay involved in the medical profession—come talk to us about your experience and how we can work together for our community. Fill out an application today.”

PERSONA-BASED MESSAGING:

“Community Member Making an Impact” Mason

Hiring passionate individuals is hard. Start with someone who is already dedicated to the community.

There may be no better source for mission-focused service than those who are already devoted to the success and betterment of their community. Read on for clear messaging to capture their attention.

“Your Perspective is Essential to Our Success”

“Healthcare is collaborative—we are doctors and nurses, front desk and administrative staff, IT and business development professionals. Come talk to us about your experience and how we can work together for our community. Fill out an application today.”

“Challenge Yourself to Expand Your Community Reach”

“Are you looking for a new challenge while serving others? We’re here and we’re hiring in your community. Grow with us while serving your community.”



“A Variety of Expertise for a Varied and Complex Need”

“You don’t need to be a medical professional to have an impact on the patients and community you serve. Be a part of positive change.”

“Help Bridge the Gap for those In Need”

“We provide high quality, affordable, and dignified access to healthcare to all those who need it. Help us do it—come talk to us about your experience and how we can work together for our community.”

“Make a Difference”

“Be part of something big—when you join a community health center, you take part in a much larger effort to provide dignified, quality, affordable, real access to healthcare to all those who need it.”

