

*The Art of Recruiting  
Key Data Providers  
for  
the ILINet*



*By Bob Russin  
ILINet Coordinator*



Chapter 1

- Who is the first Person you will have to recruit?



Chapter 2

- “Give Me One Good Reason ...?”



Chapter 3

- Supporting text
- A Texas Sized Strategy and What’s a Key Data Provider any how?
- Supporting text



Chapter 4

- Applying the Light & Dark Art of RT&T



Chapter 1

- Who is the first Person you will have to recruit?

KNOW THYSELF.  
SOCRATES

[www.successkeysgr.com](http://www.successkeysgr.com)

## Chapter I

# The first Person you will have to recruit is ... your self.



- Believe that ILINet data is valuable



- Believe that there are high performance data providers waiting to be asked to participate



- Believe that you can identify, select and ask potential data providers to participate

If you absolutely cannot recruit yourself ...



- Contact me ... I make field visits.

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Fax Number: (512) 776-7616

Chapter 1

- Who is the first Person you will have to recruit?

Chapter 2

- “Give Me One Good Reason ...?”

Chapter 2

# “Give Me One Good Reason \_\_\_? ...



**The situation:**

**a prospective candidate having a really bad day,  
frankly ask me to**

**“Give her One Good Reason \_\_\_\_\_”**

The outcome:





Chapter 1

- Who is the first Person you will have to recruit?

Chapter 2

- “Give Me One Good Reason ...?”



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Chapter 3

- A Texas Sized Strategy and What's a Key Data Provider any how?



# That's Right!

## You've Got to Have a





**Plan C**

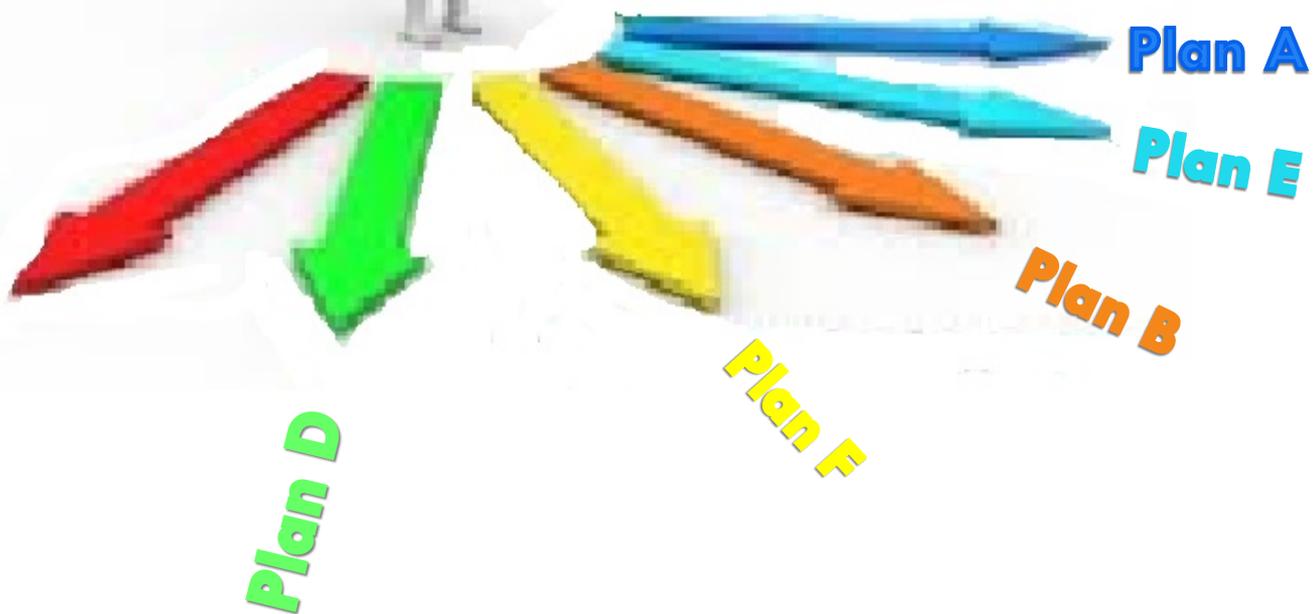
**Plan D**

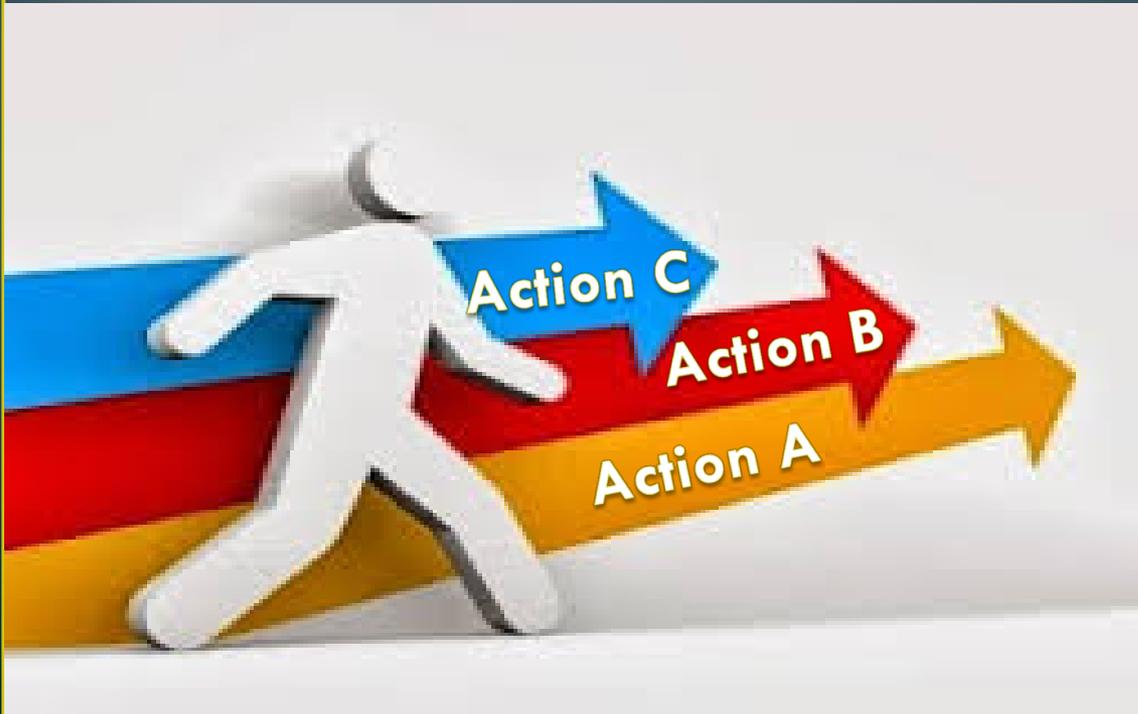
**Plan F**

**Plan B**

**Plan A**

**Plan E**

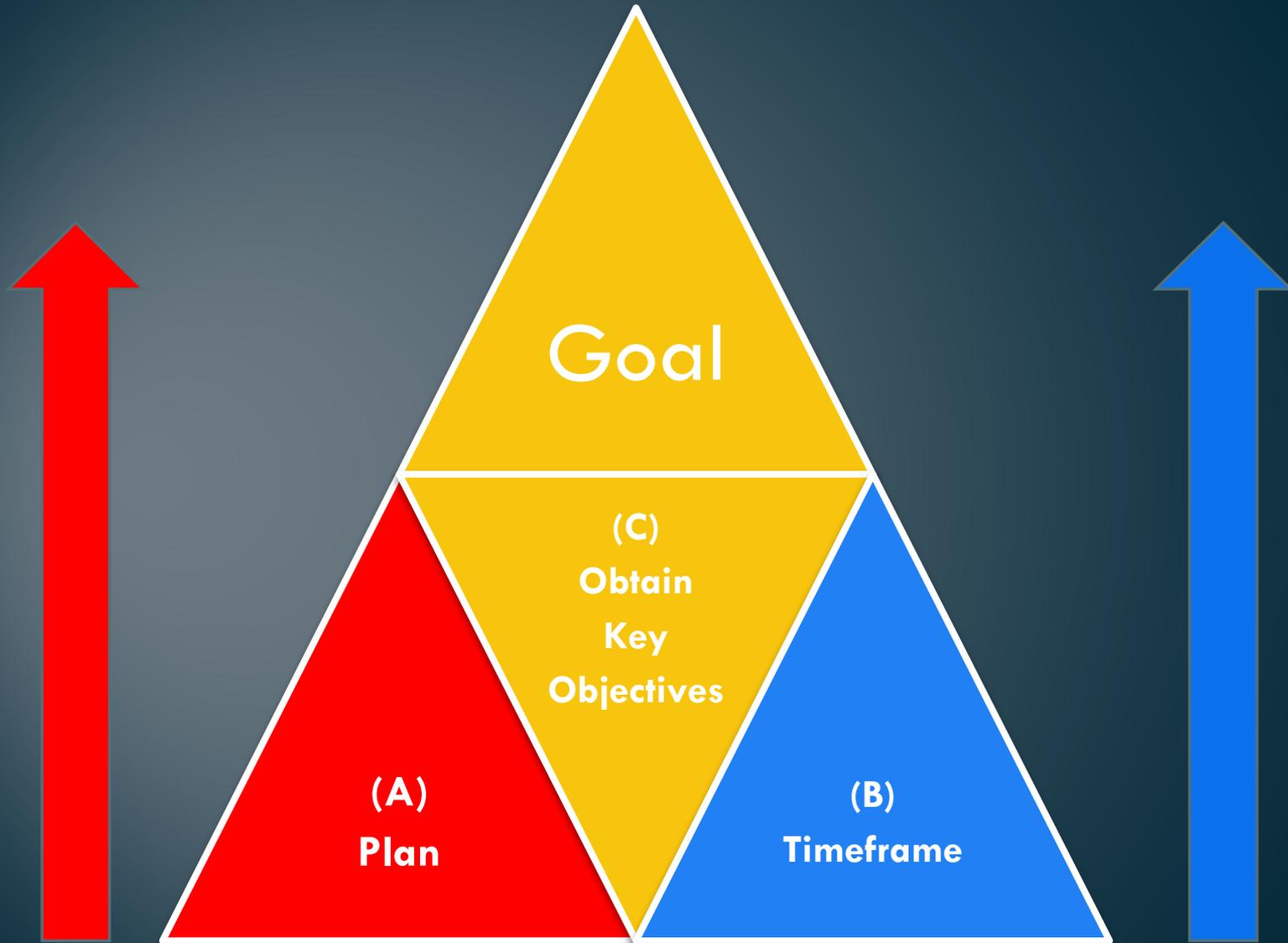




2015 -2016

GOAL

Building block of Strategy:



(A)  
Plan

(B)  
Time  
Frame

Simplify the Complex Issues

- Form Clear Objectives\*
- Promote Transparency\*
  - Unify our Efforts\*
- Benefits all stakeholders\*



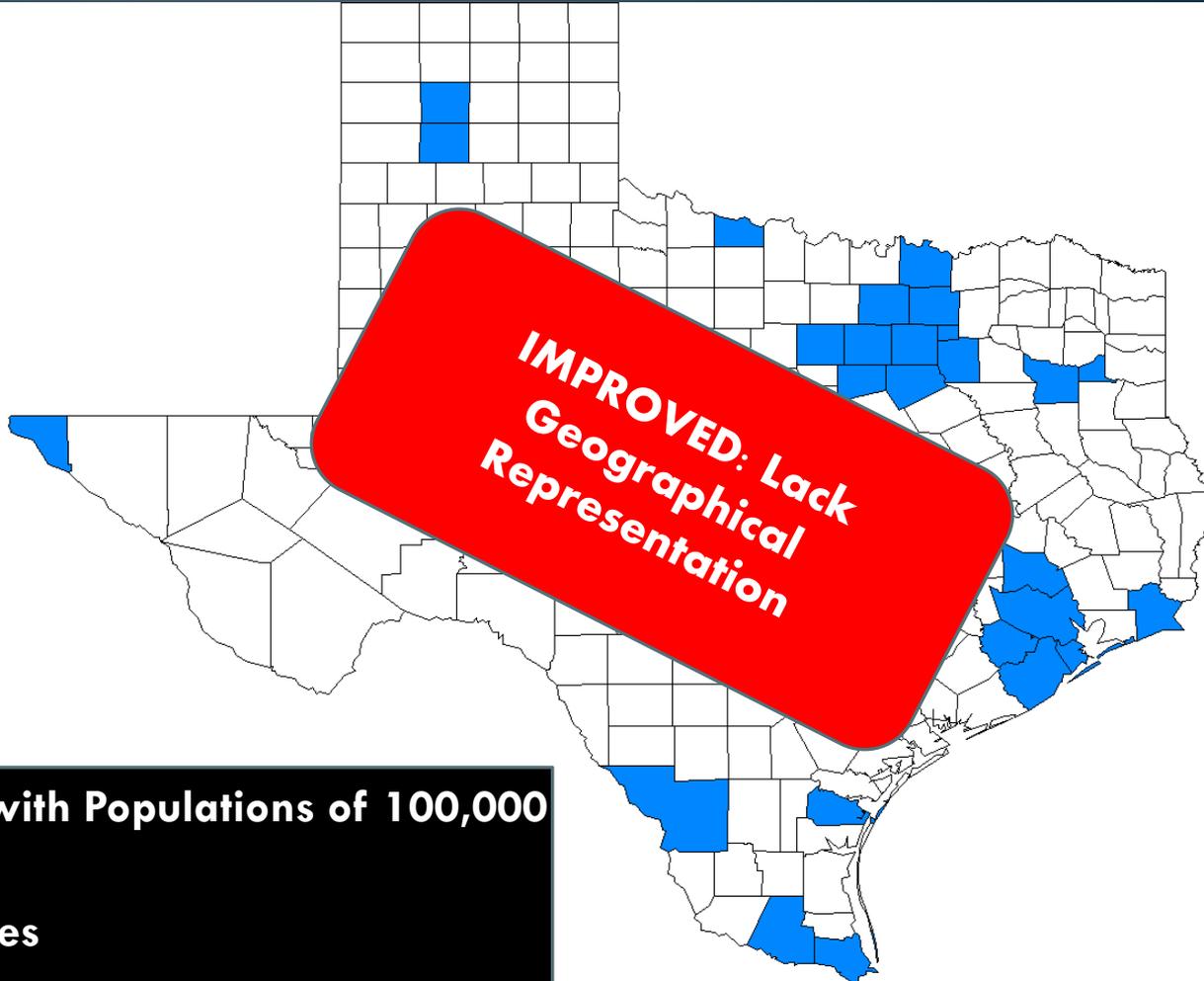
**De Facto:**  
**Use only as a last Resort**

Counties: 254

Total Population: 27,470,110

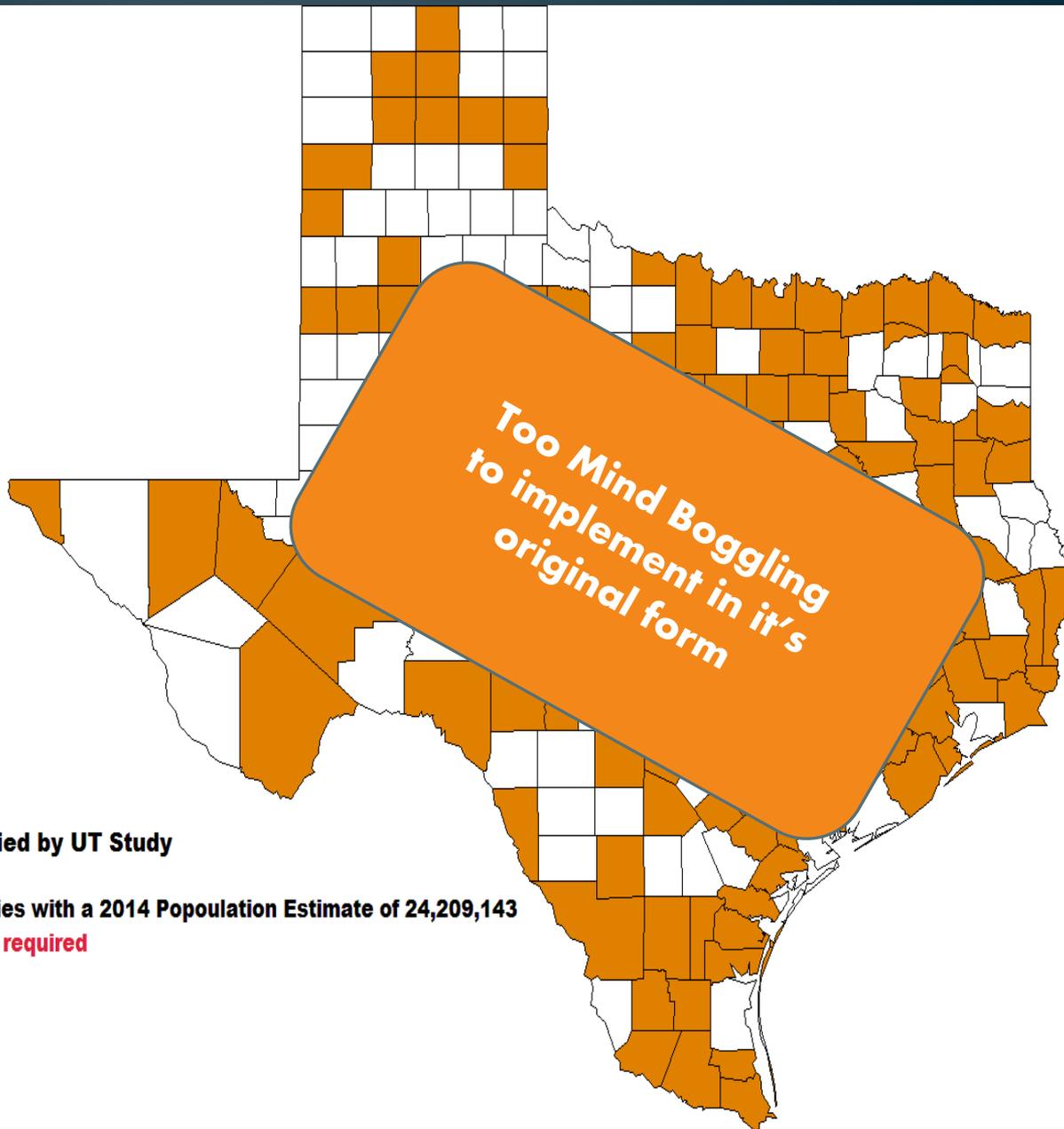
254 Providers required minimally

# Counties with Population Estimate 100,000 or greater



**IMPROVED: Lack  
Geographical  
Representation**

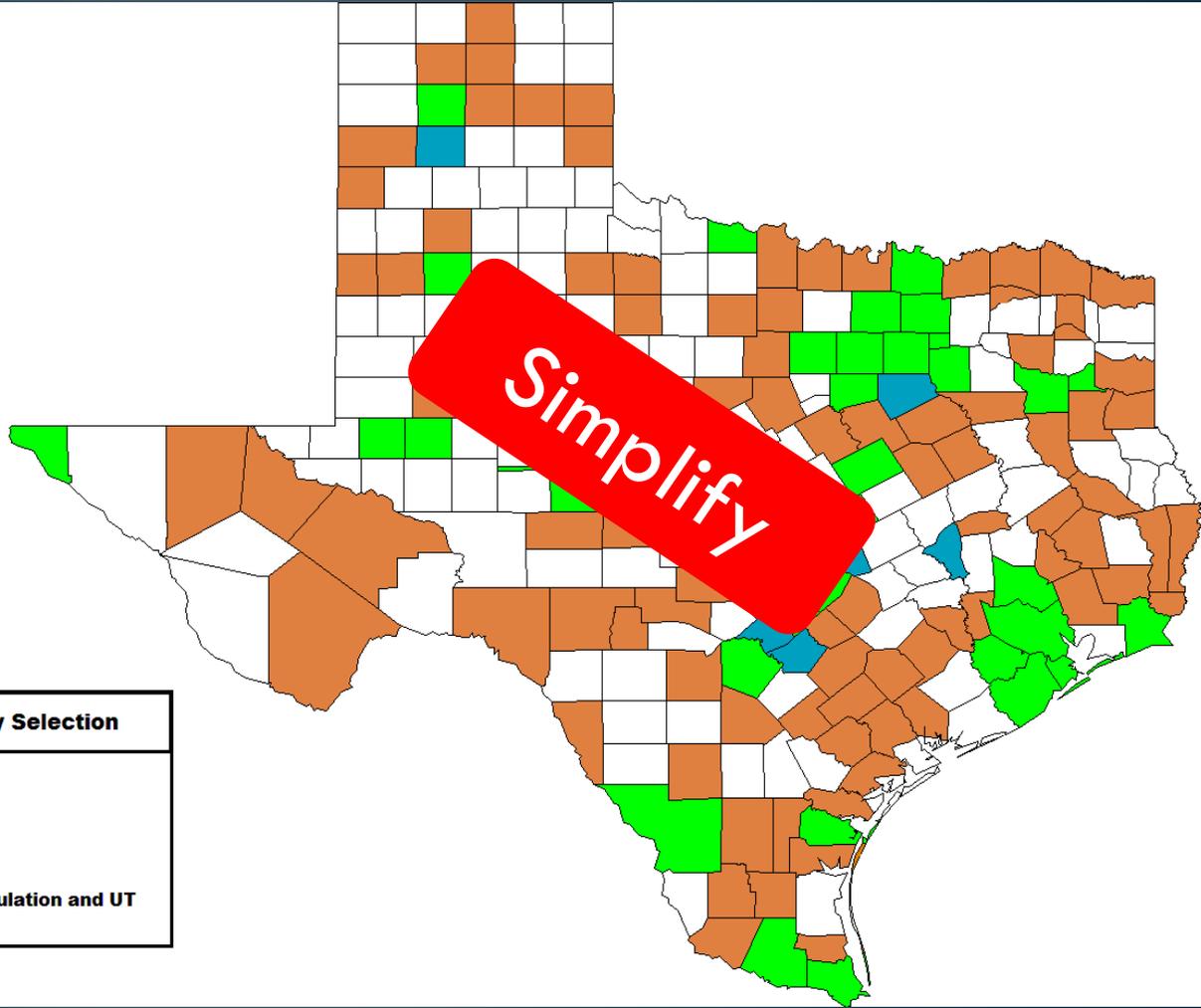
- **Counties with Populations of 100,000 greater**  
**40 Counties**  
**Total Population: 22,725,941**  
**221 ILINet Providers Required**



 **Counties Identified by UT Study**

**Identified 133 Counties with a 2014 Popoulation Estimate of 24,209,143**

**308 ILINet Providers required**



**Rationale of Key County Selection**

-  Identified by Population
-  Identified by UT Study
-  Identified by both Population and UT Study

Plan A Stats:

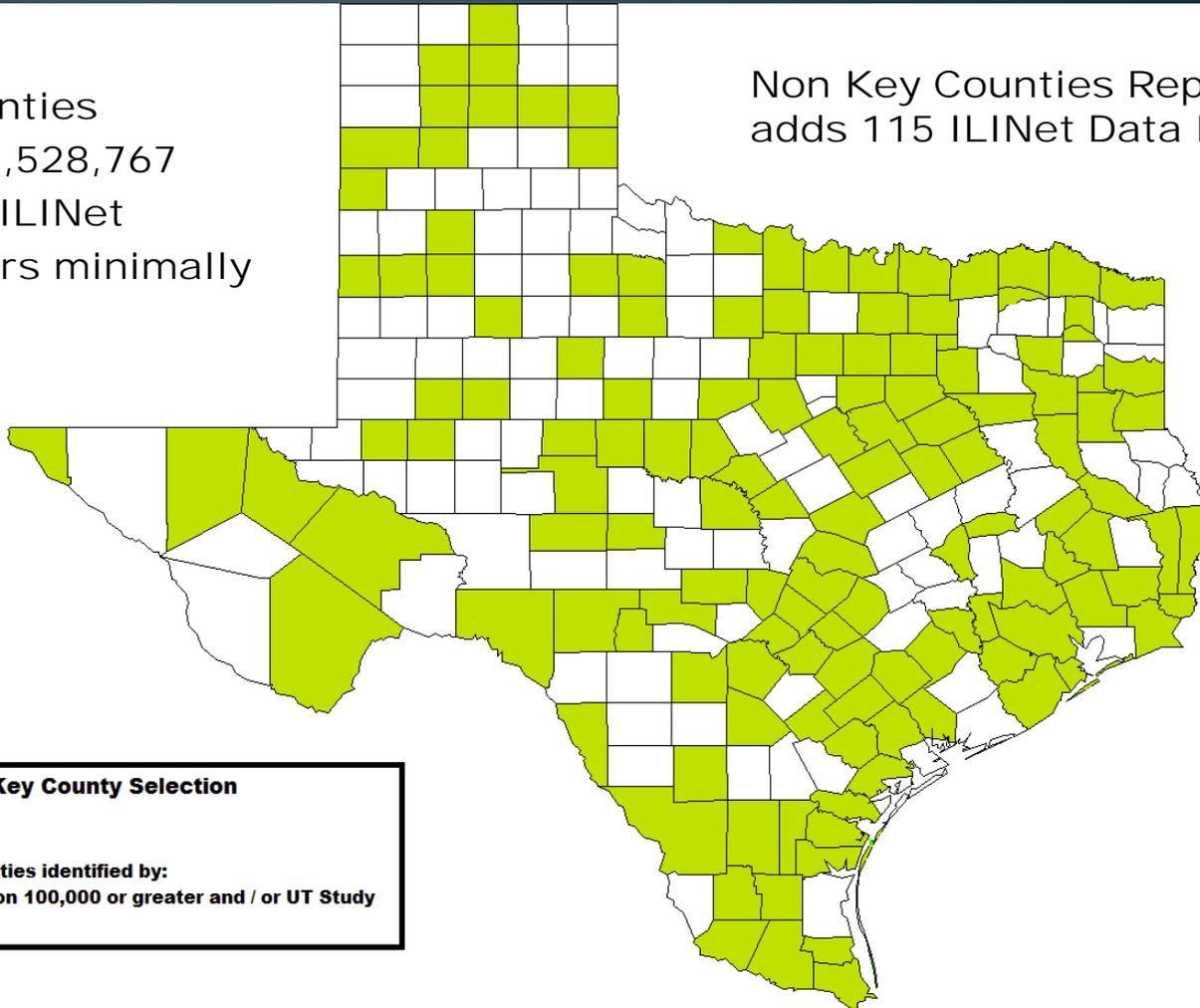
139 Key Counties

w/ Pop. of 25,528,767

Require 320 ILINet

Data Providers minimally

Non Key Counties Representation  
adds 115 ILINet Data Providers



**Rationale of Key County Selection**

 Key Counties identified by:  
Population 100,000 or greater and / or UT Study

2015



He Who Knows:  
When and How to Recruit  
and  
When and How not to Recruit,  
will Gain Many Data Providers



**Seek the Giants**



# Starting in July

Sun	Mon	Tues	Wed	Thur	Fri	Sat
			1	2	3	4
4	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Abilene Area

Wichita Falls Area

HSR 3 Area

Tyler Area

Texarkana Area

Taylor  
Runnels  
Coleman  
Brown  
Eastland

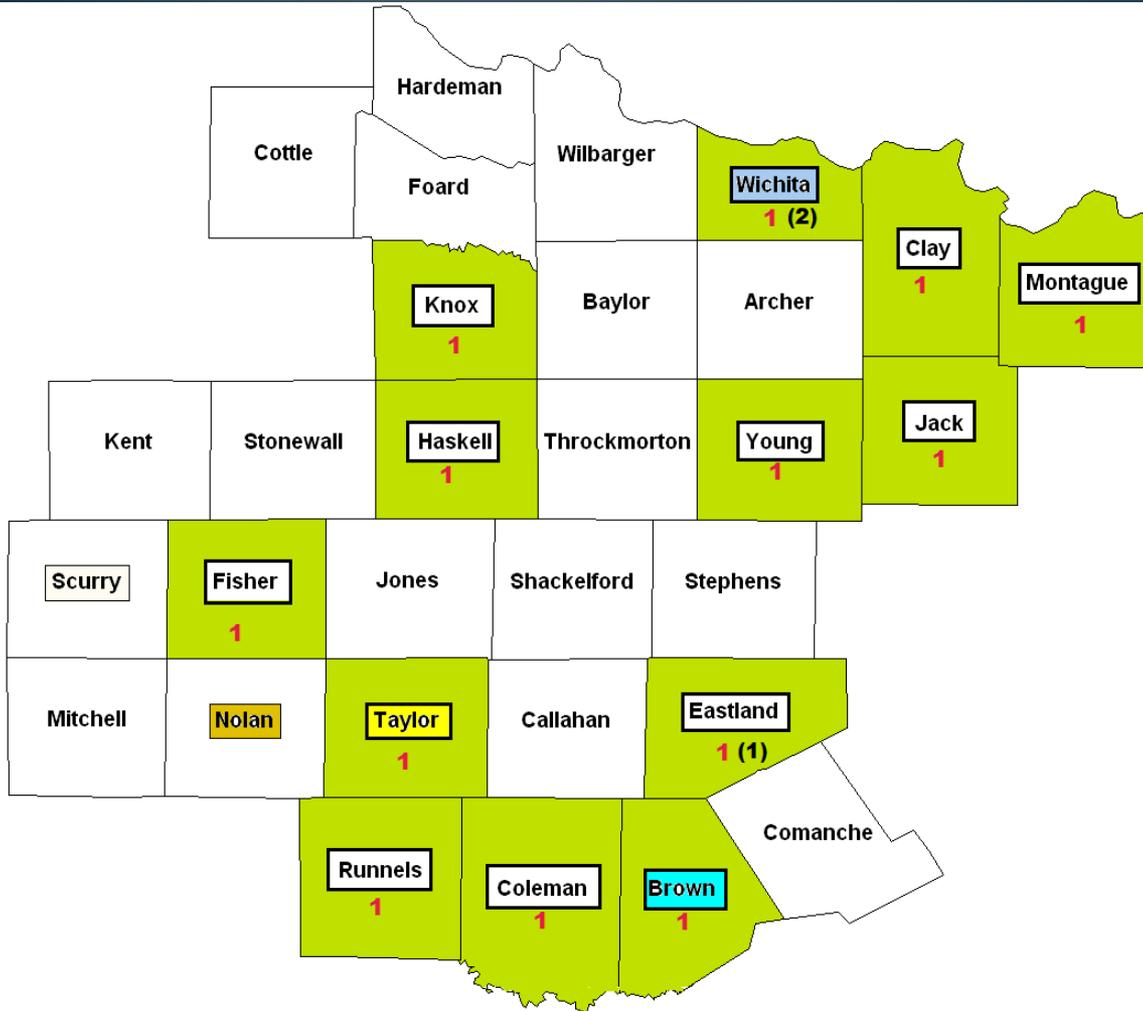
Wichita  
Young  
Clay  
Young  
Jack  
Montague

Dallas  
Tarrant  
Denton  
Collin  
Rockwall

Smith  
Gregg  
Harrison  
Rusk

Wichita  
Young  
Clay  
Young  
Jack  
Montague

# In July 2015

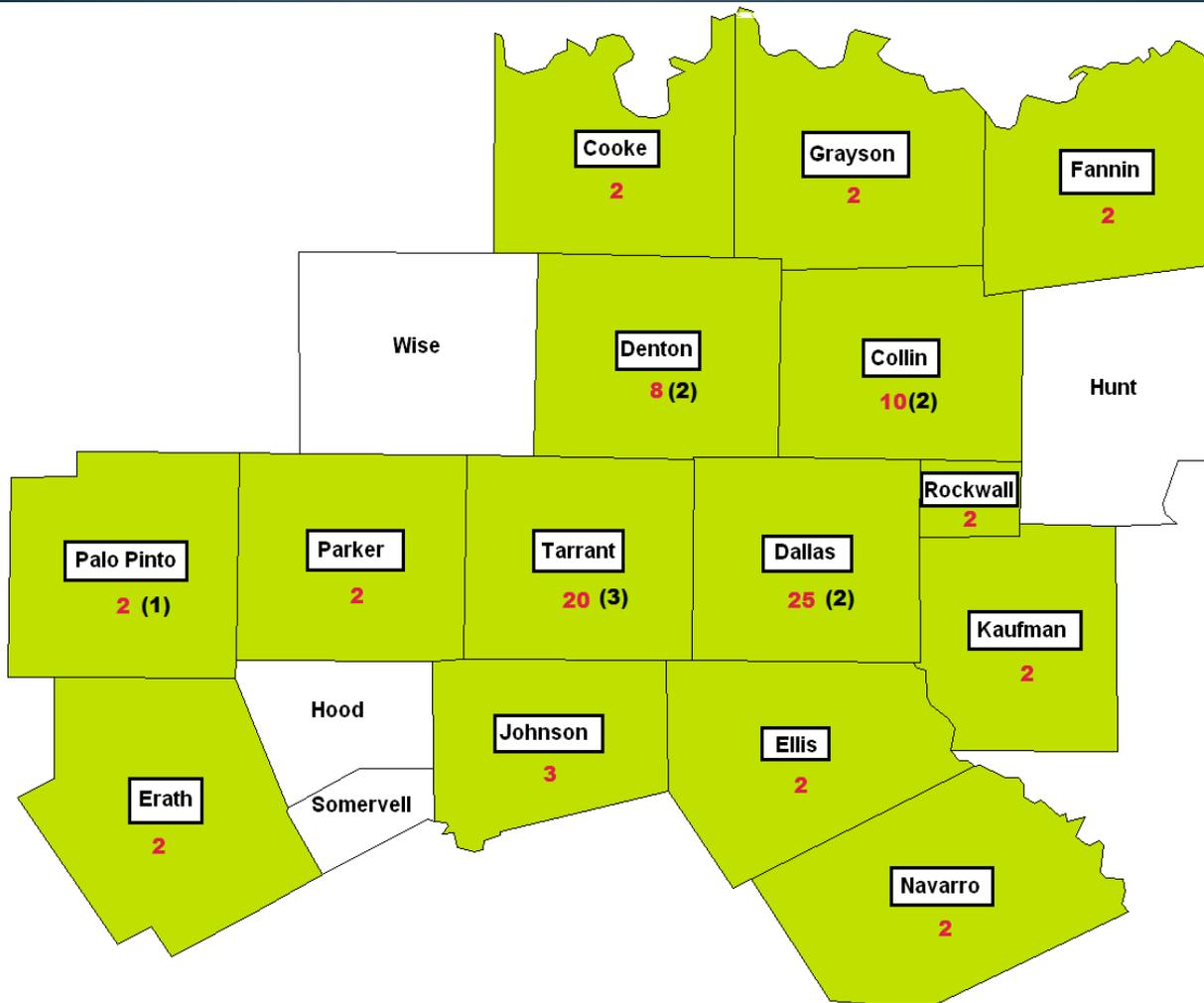


**2015 ILINet Recruiting  
HSR 2 Key Counties**

<b>HSR 2 2014 Stats</b>
<b>Number of Counties: 30</b> <b>Population Est.: 559,059</b>
<b>Key counties: 13</b> <b>Key Counties Population: 412,281</b>
<b>At least 13 ILINet Providers are required and displayed in red.</b>
<b>Existing ILINet Providers are displayed (#).</b>

- [Abilene-Taylor County Public Health District](#)
- Brownwood - Brown County Health Department
- Scurry County Health Department
- Sweetwater-Nolan County Health Department
- [Wichita Falls - Wichita County Public Health District](#)

# In July 2015



## 2015 ILINet Recruiting HSR 3 Key Counties

### HSR 3 2014 Stats

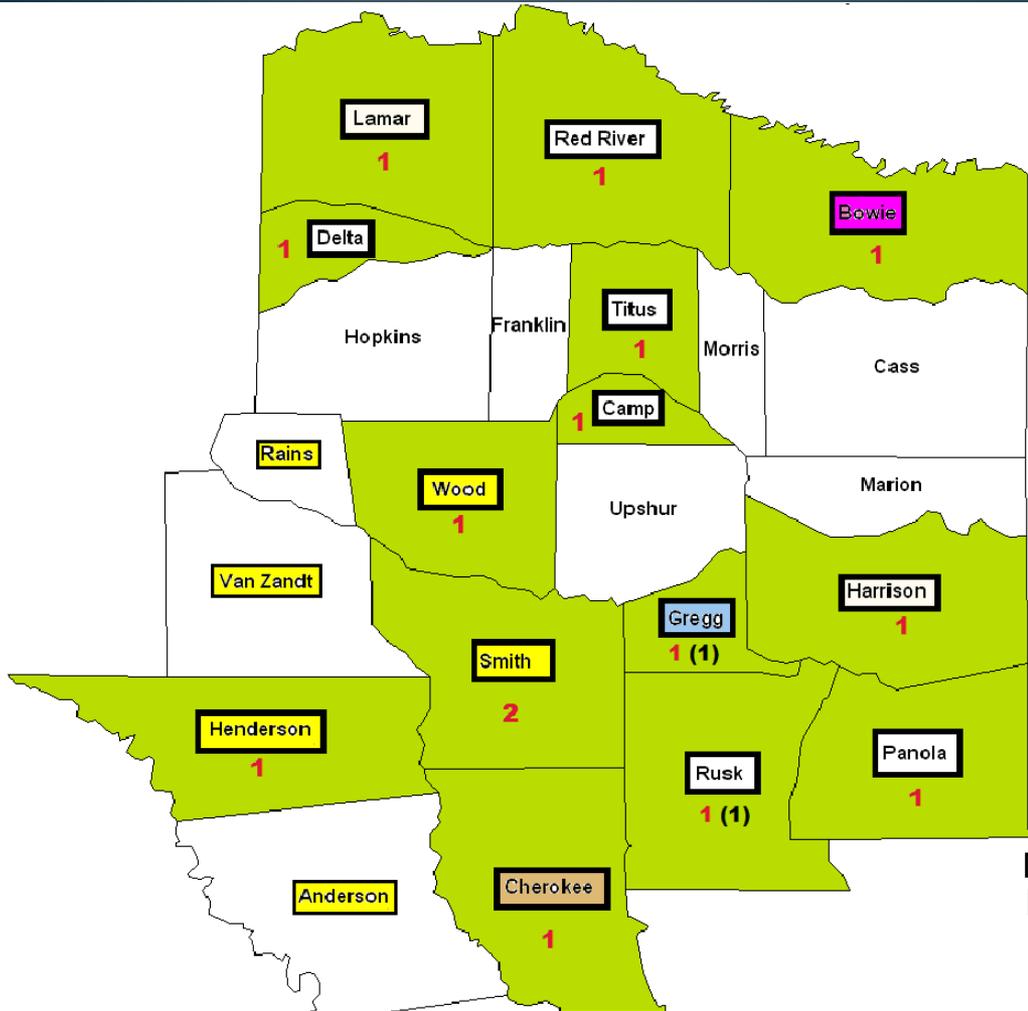
Number of Counties: 19

Population Est.:  
7,722,811

Key Counties: 15  
Key Counties Population:  
7,490,216

**At least 76 ILINet  
Providers are  
required**

# In July 2015



## 2015 ILINet Recruiting HSR 4 Key Counties

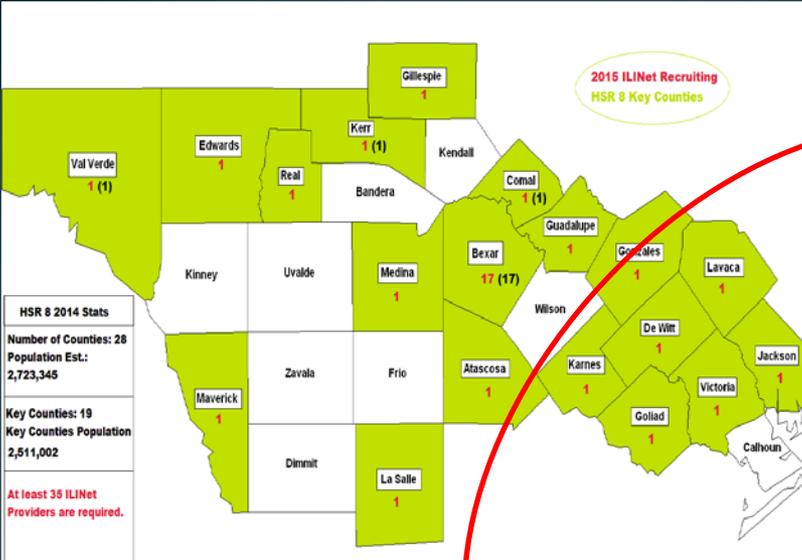
### HSR 4 2014 Stats

**Number of Counties: 23**  
**Population Est.: 1,163,491**

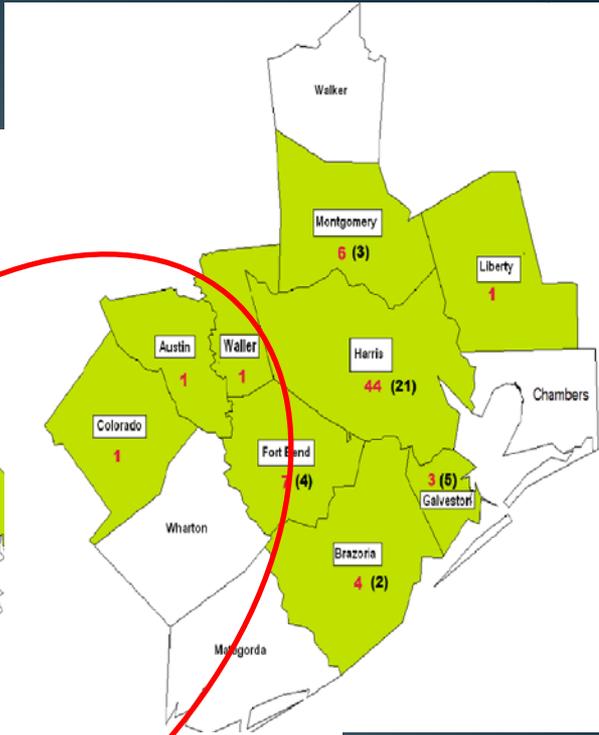
**Key Counties: 14**  
**Key Counties Population: 895,907**

**Only Smith County is greater than 150,000 in population.**  
**At least 15 ILINet Providers are required.**

- Paris -Lamar CCHD
- Marshall - Harrison CCHD
- Bowie County HD
- Cherokee HD
- Gregg County HD
- Northeast Texas PH District



<b>HSR 8 2014 Stats</b>
Number of Counties: 28
Population Est.: 2,723,345
Key Counties: 19
Key Counties Population: 2,511,002
At least 35 ILINet Providers are required.



**2015 ILINet Recruiting HSR 6 Key Counties**

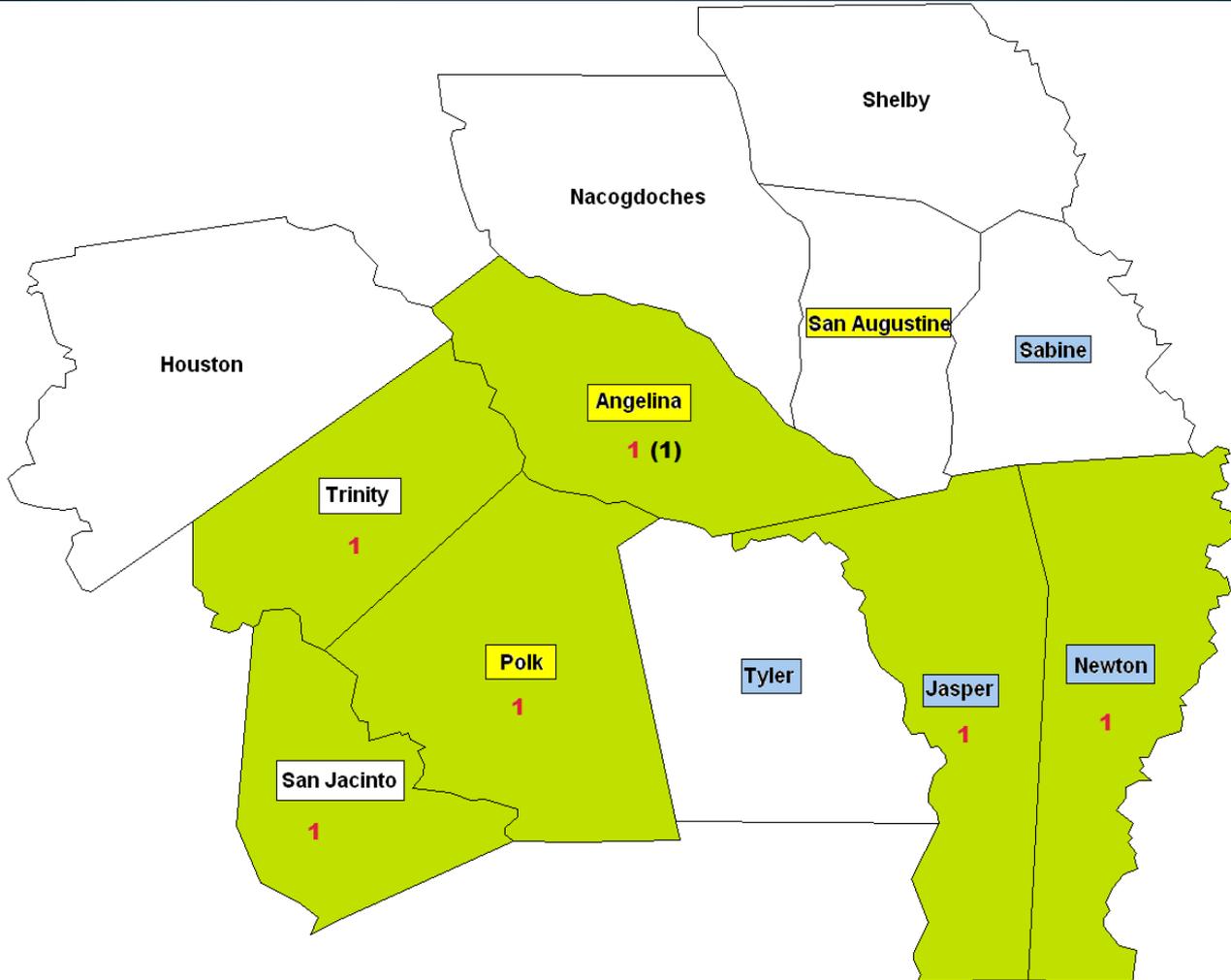
<b>HSR 6 2014 Stats</b>
Number of Counties: 13
Population Est.: 6,734,150
Key Counties: 9
Key Counties Population: 6,545,991
At least 68 ILINet Provider are required



<b>HSR 11 2014 Stats</b>
Number of Counties: 19
Population Est.: 2,320,435
Key Counties: 13
Key Counties Population: 2,226,001
At least 28 ILINet Providers are required.

**After Renewal of ELC Grant September 2017**

**2015 ILINet Recruiting  
HSR 5N Key Counties**



**HSR 5N 2014 STATS**

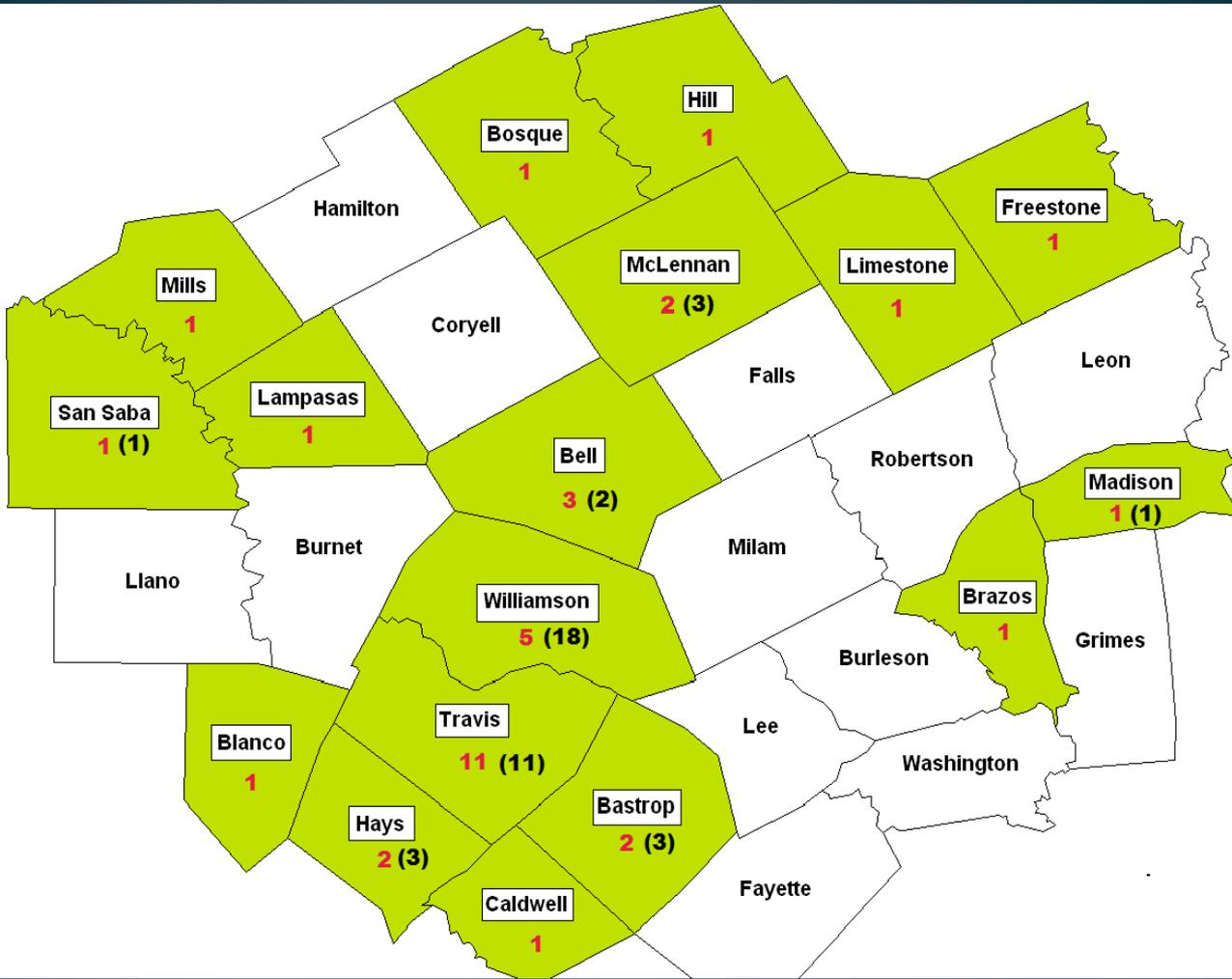
**Number of Counties: 12**  
**Population Est.: 398,629**

**Key Counties: 12**  
**Key Counties Population: 237,067**

**At least 6 ILINet Providers  
are required**

 **Angelina CCHD**

 **Jasper - Newton PH District**



**2015 ILINet Recruiting  
HSR 7 Key Counties**

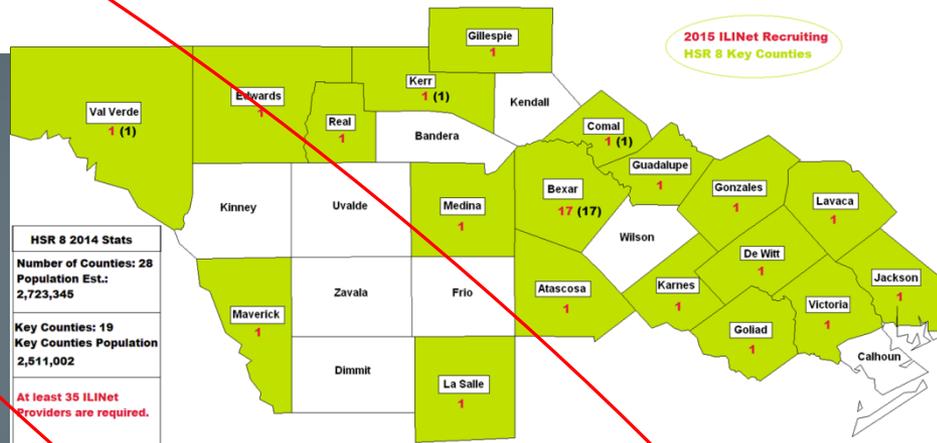
<b>HSR 7 2014 Stats</b>
<b>Number of Counties: 30</b> <b>Population Est.: 3,210,979</b>
<b>Key Counties: 17</b> <b>Key Counties Population: 2,836,161</b>
<b>At least 36 ILINet Providers are required</b>

# Day Trips



**2015 ILINet Recruiting  
HSR 10 Key Counties**

<b>HSR 10 2014 Stats</b>
Number of Counties: 6 Population Est.: 836,922
Key Counties: 3 Key Counties Population: 820,615
At least 10 ILINet Providers are required.



**HSR 8 2014 Stats**

Number of Counties: 28 Population Est.: 2,723,345
Key Counties: 19 Key Counties Population 2,511,002
At least 35 ILINet Providers are required.



**2015 ILINet Recruiting  
HSR 11 Key Counties**

<b>HSR 11 2014 Stats</b>
Number of Counties: 19 Population Est.: 2,320,435
Key Counties: 13 Key Counties Population: 2,226,001
At least 28 ILINet Providers are required.

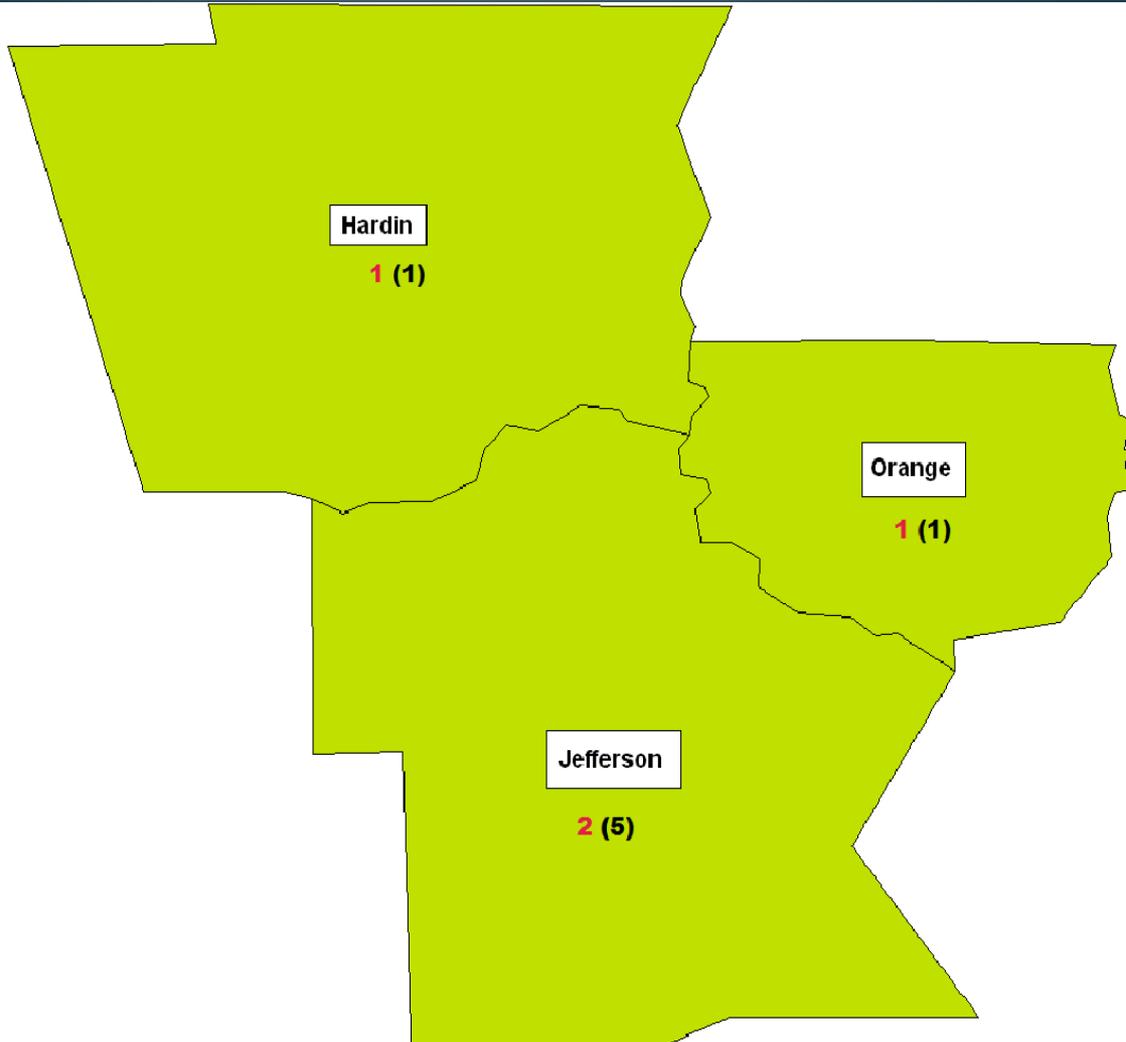
# Border Infectious Disease Surveillance





# PHR 5S: ILINet Data Requirement exceeded

**2015 ILINet Recruiting  
HSR 5S Key Counties**



## HSR 5S 2014 Stats

**Number of Counties: 3**  
**Population Est.: 378,501**

**Key Counties: 3**  
**Key Counties Population: 378,501**



**Exceeds the minimum requirements of ILINet Providers and exceeds 75 % Report rate**



Plan A Stats:

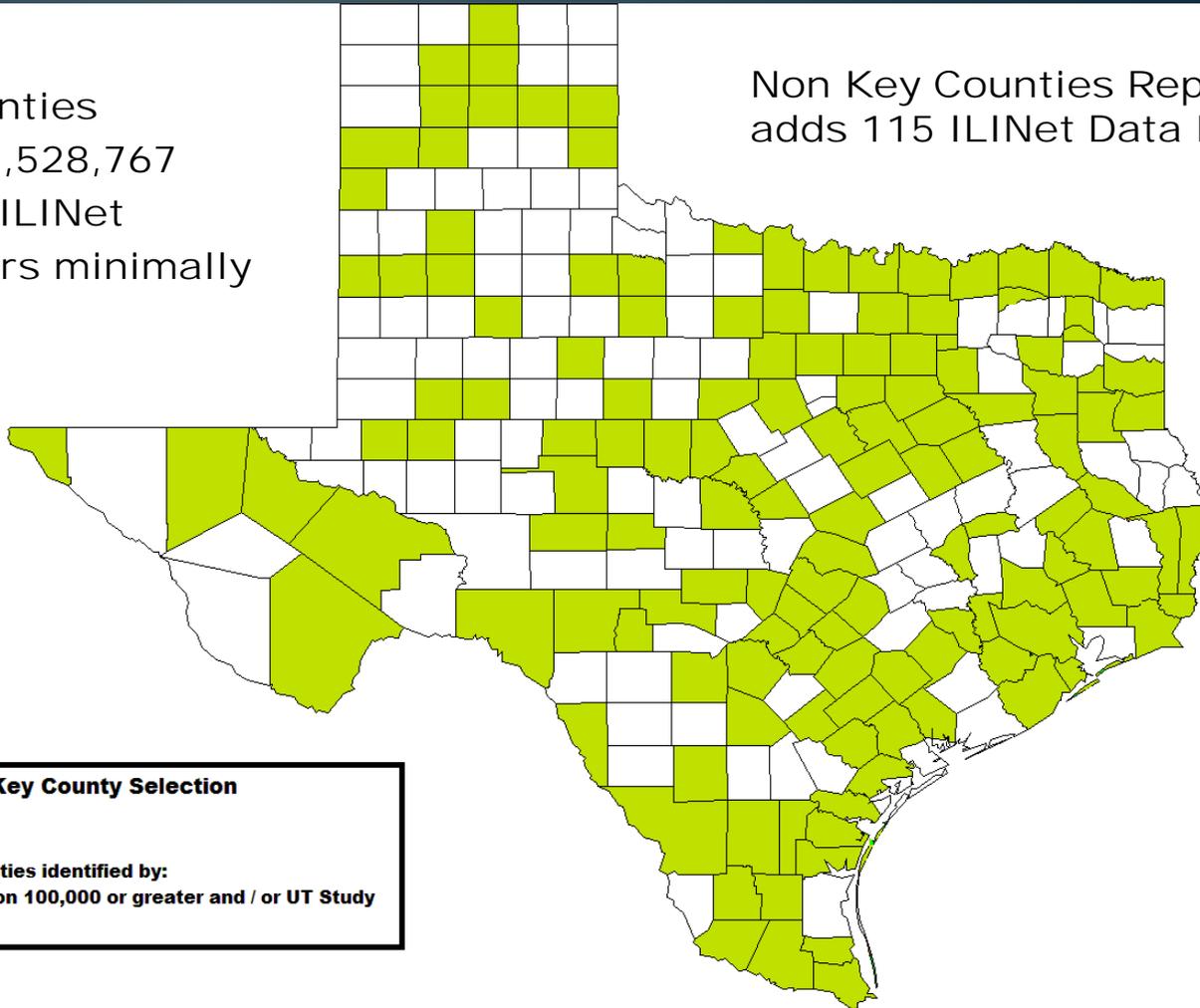
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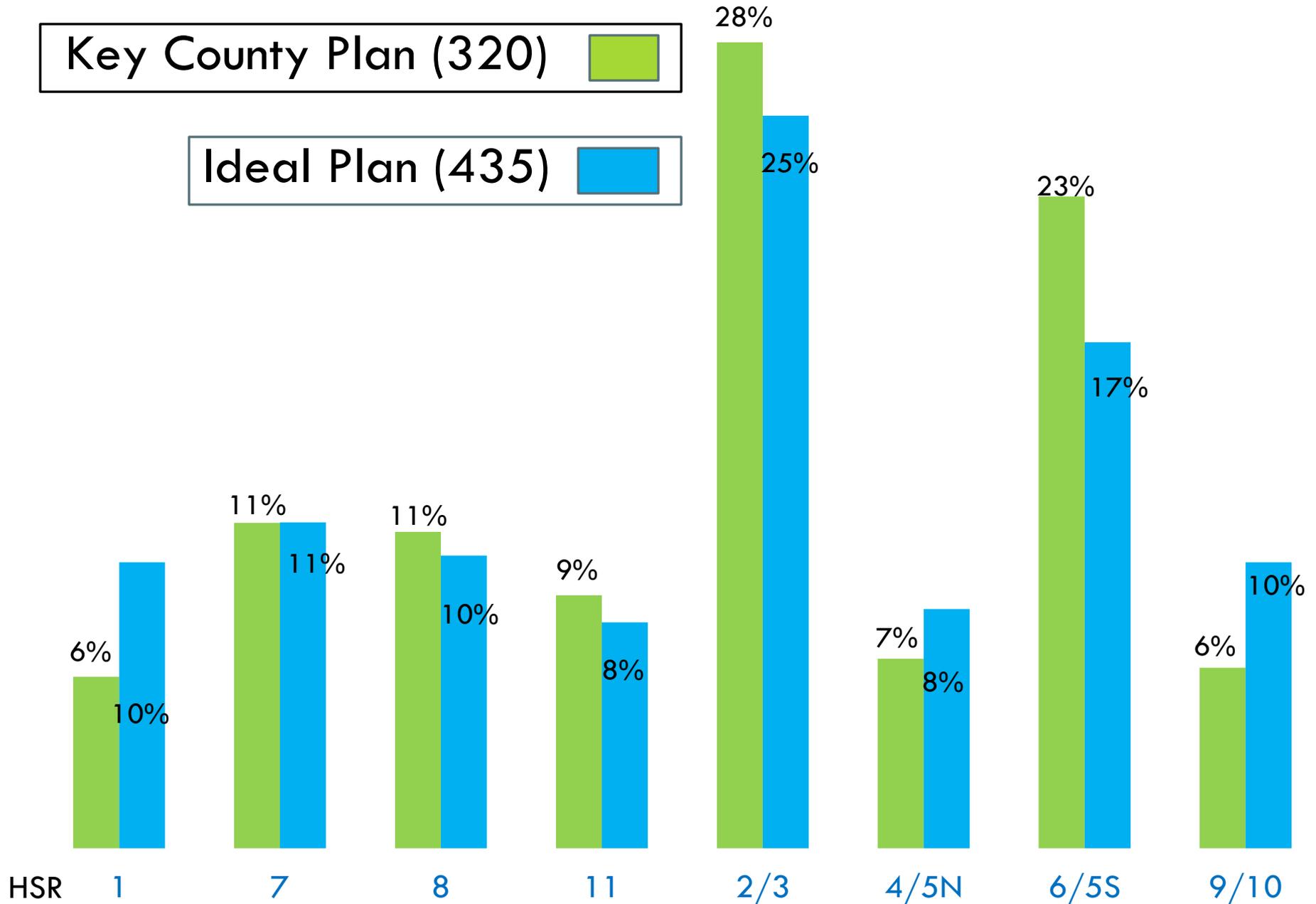
**Rationale of Key County Selection**

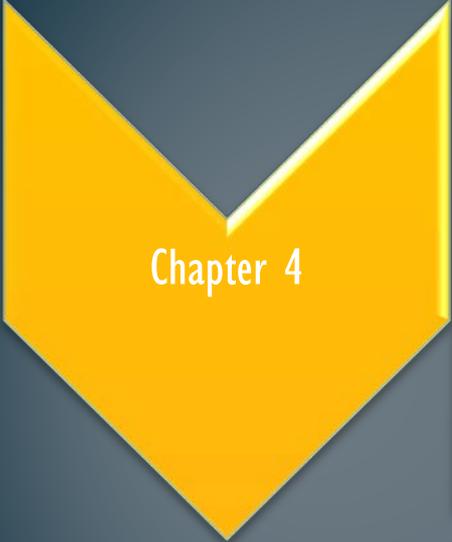
 Key Counties identified by:  
Population 100,000 or greater and / or UT Study

Key County Plan (320)



Ideal Plan (435)





Chapter 4

- **Applying the Light & Dark Art of RT&T**



**Join Us or Die.**

**The ILINet**

# Posing as something other than our true selves

~~Posing~~





**HELP  
WANTED**



**WE WANT YOU!**

The data you provide as an ILLNet Data Provider helps City, County, Regional, State, and National Health Department (CDC) protect Public Health especially during the Flu Season.

Please join us as an ILLNet Data Provider.

Match Maker

Marketeer

Salesperson

Talent Coach

Data Expert

Researcher

Technologist

Psychologist

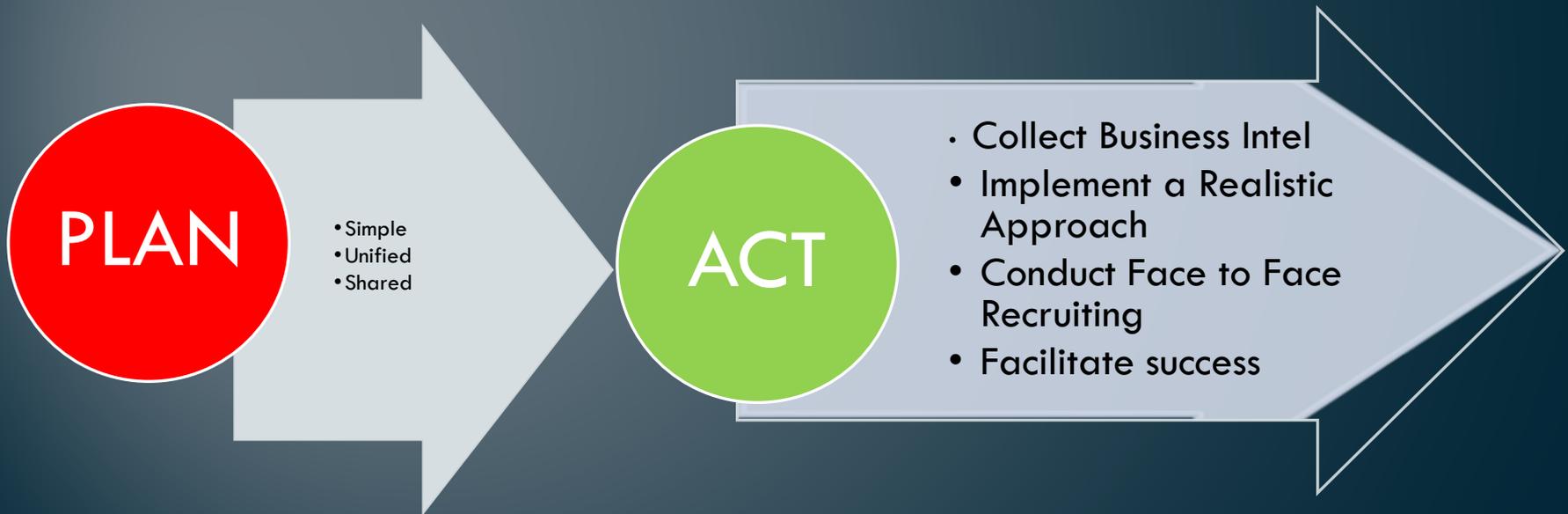




Opportunity

# The ILINet Provider Recruiting Mantra

Guided by the simple, unified, shared plan together we act !





*The Art of Recruiting  
Key Data Providers  
for  
the ILINet*



*By Bob Russin  
ILINet Coordinator*

You are invited to the “Breakout Session where effective ways to contact a healthcare provider in local health department jurisdiction will be addressed.

**Thank You All for your Support**