

CCBHC WORKFORCE INNOVATIONS:

Hiring Practices to Attract Top Talent

NATIONAL
COUNCIL
for Mental
Wellbeing

The Certified Community Behavioral Health Clinic Expansion Grantee National Training and Technical Assistance Center's (CCBHC-E National TTA Center) [Workforce Innovations Learning and Action Series](#) provide guidance on building an effective staff infrastructure

RECRUITING CREATIVELY

Since adopting the Certified Community Behavioral Health Clinic (CCBHC) model, clinics report hiring an average of **27 new staff per clinic**. The most common strategies cited include raising salaries or offering bonuses (92%), revamping employee benefits and engaging in wellbeing efforts (86%), and partnering with clinician training programs (62%).¹ However, the workforce shortage has left many behavioral health providers, including CCBHCs, struggling with hiring staff to meet their communities' needs. CCBHCs have had to rethink their recruitment processes, including examining policies and practices to build the behavioral health workforce pipeline and working to create a stronger feeling of inclusion and community for the workforce and individuals served.

CCBHC SPOTLIGHT

Community Healthcare (Texas)

Community Healthcare created a behavioral health intern academy that is offered to third-, fourth- and fifth-year students enrolled in a bachelor's or master's program in any human services field. Interns receive clinical training and gain experience in the assessment and treatment of a variety of behavioral health challenges. Internships are full- and part-time, paid and volunteer. In addition to hiring an intern recruiter, the CCBHC leveraged podcasts, radio ads and job fairs for marketing. Interns have been critical in filling in staffing gaps, including staffing the front desk, assisting with mail-outs and making phone calls. The academy has enabled Community Healthcare to convert many of the interns (25%) into full-time staff.

Hamilton Center (Indiana)

After the community needs assessment identified key staff shortage areas, Hamilton Center began offering an a la carte benefits package on top of their standard benefits package. This provided an option for staff in the key shortage areas to select up to four benefits from a list that includes a four-month student loan reimbursement upon hire, tuition reimbursement upon hire, overtime or on-call shifts, work from home options, flexible schedules, stipends to assist with childcare costs and stipends in lieu of insurance coverage. The CCBHC also awards two weeks of paid time off upfront. Within a span of three months, Hamilton Center hired 24 therapists, 80% of whom remain with the organization. Previously, it would take up to a year to hire one therapist. In addition, the CCBHC found that its revenue increased after hiring the additional therapists.

ACTIONS YOU CAN TAKE

- Conduct a comprehensive review of your HR department and assess current staff skill sets.
- Prioritize staff wellness by integrating it into your organization's operations. Utilize EAPs and explore other avenues to enhance staff quality of life.
- Design bonus structures that recognize and reward new and existing staff members.
- Acknowledge the impact of vicarious trauma on staff and establish support systems to mitigate its effects. This includes reducing isolation, promoting open communication and implementing policies that encourage seeking support and transparency.



ADDITIONAL RESOURCES

- The [National Health Service Corps](#) supports behavioral health providers with scholarships and loan repayment programs
- [Building Blocks for Behavioral Health Recruitment and Retention](#) – Advocates for Human Potential, Inc.

¹ National Council for Mental Wellbeing, [2022 CCBHC Impact Report](#)

CCBHC-E National Training & Technical Assistance Center

Funded by Substance Abuse and Mental Health Services Administration and operated by the National Council for Mental Wellbeing