



WOOSTER

Applied Methods and Research Experience



VIOLA STARTZMAN
CLINIC

Enhancing Recruitment and Retention at The Viola Startzman Clinic

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Enhancing the recruitment and retention strategies of Viola Startzman Clinic through loan repayment programs, community engagement, and improved marketing approaches.

OVERVIEW

This summer, our team focused on creating effective strategies for recruiting and retaining dental health providers at The Viola Startzman Clinic. We researched loan repayment programs, potential partnerships with local educational institutions and community partners, and ways to increase community engagement and visibility.



CLIENT

The Viola Startzman Clinic, originally Healthcare 2000 Community Clinic, was founded by Dr. Viola Startzman, a retired pediatrician, on August 3, 1995. Renamed in 2000 to honor Dr. Startzman, the Clinic expanded in 2003 to provide comprehensive medical and dental care to low-income residents of Wayne and Holmes counties. VSC offers high-quality, compassionate care to all, accepting Medicaid, Medicare, and other insurance types, focusing on the whole person's health and dignity. The clinic's services have grown to meet the evolving needs of the community, ensuring accessible care for all. The dedicated team at VSC works tirelessly to remove barriers to healthcare and improve overall community well-being. Today, VSC stands as a beacon of hope and health for underserved populations.

EXPERIENCE

Our experiences from this program provided us with new skills in project management, community engagement, professionalism, and leadership.



We've all learned more about the role of non-profit clinics in society and are so happy to have been part of a project that has real lasting impact in the Wooster community! This project allowed us to further our communication skills and challenged us to find unique solutions to our client's need.

CONCLUSION

To encourage the long-term sustainability of the Dental Center at The Viola Startzman Clinic, the team has worked hard to create different avenues for success. Our research has found different opportunities for support within dentistry and identified areas of improvement for the client.



We've taken our research and created recruitment and retention plans, marketing suggestions, and pathways to community partnerships and engagement. Our hope for the Clinic is that they can strengthen their network of support by connecting with the greater dental community in Wayne and Holmes Counties.

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