

INVEST RURAL NJ

*A clinician recruitment & retention **FINANCIAL** incentive initiative supporting rural New Jersey communities*

WHO	Led by the Center for Health Equity and Wellbeing, New Jersey's Public Health Institute (CHEW-NJPHI), in partnership with the New Jersey Department of Health (NJDOH). Serves rural clinicians across four eligibility tiers: ▪ Tier 1 — Physicians (MD/DO) and Dentists ▪ Tier 2 — Nurse Practitioners, Physician Assistants, Psychiatric NPs, Certified Nurse Midwives ▪ Tier 3 — Registered Nurses and Licensed Practical Nurses ▪ Tier 4 — LCSWs, LSWs, LPCs, LMFTs, LACs, LSWs, LACs, and Psychologists
WHAT	A multi-year financial incentive program that rewards clinicians who commit to at least 5 years of service in rural New Jersey. Funded under the federal Rural Health Transformation (RHT) Program, with awards delivered through CHEW-NJPHI. Minimum 5-year incentive amounts (new/current clinicians): ▪ Physicians & Dentists: \$200,000 new / \$125,000 current ▪ NPs, PAs, CNMs: \$125,000 new / \$90,000 current ▪ Behavioral health clinicians (LCSW, LSW, LPC, etc.): \$90,000 new / \$60,000 current ▪ RNs and LPNs: \$60,000 new / \$40,000 current
WHERE	Services must be delivered in federally defined rural census tracts or state-defined rural counties in New Jersey. Eligible sites: Hospitals, Ambulatory Care Centers, Federally Qualified Health Centers (FQHCs), Certified Community Behavioral Health Clinics (CCBHCs), and individual or group private practices. Target populations: Medicaid, Medicare, and underinsured/uninsured patients, or sites that offer a sliding fee scale.
WHEN	Rolling applications through September 30, 2026, across four cohorts. Program funding spans 2026–2030 under the federal RHT Program. ▪ Cohort 1 — Review ends June 30, 2026 (decisions by August 2026) ▪ Cohort 2 — Review ends July 31, 2026 (decisions by September 2026) ▪ Cohort 3 — Review ends August 31, 2026 (decisions by October 2026) ▪ Cohort 4 — Review ends September 30, 2026 (decisions by November 2026)
WHY	Rural New Jersey communities face persistent workforce shortages, limited access to care, and a growing chronic disease burden. Invest Rural NJ exists to: ▪ Recruit and retain clinicians in high-need rural areas ▪ Expand access for Medicaid, Medicare, and underinsured/uninsured patients ▪ Strengthen long-term, sustainable rural healthcare infrastructure ▪ Advance health equity and reduce disparities across New Jersey
HOW	Eligible clinicians apply through a streamlined, HIPAA-compliant process (JotForm): ▪ Confirm eligibility — new hire with signed offer letter, or current clinician at an eligible rural site ▪ Submit the clinician application via JotForm with required documents (license, ID, work schedule, offer letter, or paystub) ▪ Employer completes a companion application to validate the site and role ▪ Sign clinician and employer agreements, then receive annual incentive payments over the 5-year commitment *Participants also gain access to virtual learning collaboratives, evidence-based tools, and quality improvement support through NJHCQI.

Program design, eligibility criteria, funding structure, and implementation details are subject to change based on guidance and approvals from CMS and at the discretion of the NJDOH (effective May 2026)

LEARN MORE & GET INVOLVED

Contact: investruralnj@equityandwellbeing.org • **Website:** equityandwellbeing.org

Partnership portfolio: equityandwellbeing.net/njdoh-partnership-portfolio/

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