

INVEST RURAL NJ

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

5-YEAR COMMITMENT

Up to \$400,000

+ relocation support up to \$100,000

Led by the Center for Health Equity and Wellbeing, New Jersey's Public Health Institute (CHEW-NJPHI), with the New Jersey Department of Health (NJDOH). Funded under the federal Rural Health Transformation (RHT) Program; awards delivered through CHEW-NJPHI. A multi-year financial incentive for clinicians who commit to 5+ years of service in rural New Jersey. **Rolling applications. Funding spans 2026–2030.**

FIVE-YEAR INCENTIVE AMOUNTS *new clinician / current clinician*

Physicians & Dentists	NPs, PAs, CNMs	Behavioral Health Clinicians	RNs & LPNs	Ancillary & Specialty Clinical Workforce
\$400,000 new \$150,000 current	\$250,000 new \$125,000 current	\$180,000 new \$100,000 current	\$150,000 new \$75,000 current	\$150,000 new \$75,000 current

NEW! Relocation support of \$25,000 – \$100,000 by tier for out-of-state and in-state (mileage-based) moves

WHO IS ELIGIBLE — five clinical 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, LBAs, BCBA/BCBA-Ds, LaBAs, LCADCs, Psychologists
- **Tier 5 (New!)** — Ancillary & Specialty Clinical Workforce: Dental Hygienists, RDNs, Pharmacists, Radiologic Technologists, Medical Lab Technologists/Technicians, PTs, OTs, SLPs, Optometrists, Audiologists, IBCLCs, Respiratory Therapists

WHY

Rural New Jersey faces 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
- Build sustainable rural healthcare infrastructure
- Advance health equity across New Jersey

WHERE

Care must be delivered in federally defined rural census tracts or state-defined rural counties in New Jersey.

Eligible sites: Hospitals, Ambulatory Care Centers, FQHCs, CCBHCs, and individual or group private practices.

Priority populations: Medicaid, Medicare, and underinsured/uninsured patients, or sites offering a sliding fee scale.

HOW TO APPLY

A streamlined, HIPAA-compliant JotForm process:

- 1 Confirm eligibility — new hire with signed offer letter, or current clinician at an eligible rural site
- 2 Submit the application with required documents (license, ID, work schedule, offer letter or paystub)
- 3 Employer completes a companion application validating the site and role
- 4 Sign clinician and employer agreements; receive annual payments over the 5-year commitment

*Participants also receive virtual learning collaboratives, evidence-based tools, and quality improvement support through NJHCQI.

Program design, eligibility, funding, and implementation details are subject to change based on CMS guidance and approvals and at the discretion of 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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NEW JERSEY
RURAL HEALTH TRANSFORMATION

