



NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

Office of Rural Health

Placement Services Program

DHHS Division/Office issuing this notice: Office of Rural Health

Date of this notice: April 2, 2025

Applications will be accepted beginning April 21, 2025 at 8:00 a.m.

NEW Primary Care Physicians Initiative: Loan Repayment Program

NC DHHS: Medical, Dental, and Psychiatric Recruitment Opportunities for Providers

The Office of Rural Health (ORH) offers qualifying physicians, with educational (student) loan debt, incentive payments to repay their loans tax-free through the Primary Care Physicians Initiative (NC PCPI). With the passage of Session Law 2023-134, incentive payments are awarded to eligible physicians in exchange for providing comprehensive primary care services in outpatient settings at eligible sites serving those with the highest need located within Tier 1 and Tier 2 of the North Carolina's County Distress Rankings (Tiers).

Funding is limited and the awards will be based on a first-come, first-served basis for eligible and complete applications. ORH anticipates up to 16 awards in each of the six Medicaid Regions. The application portal will not accept more than 20 applications per Medicaid Region.

Applicants are strongly encouraged to review these guidelines carefully and gather necessary documentation so that when the application portal opens on April 21, 2025, at 8:00 am, applicants will be prepared to complete the on-line application in its entirety.

Tier 1 & 2 Counties by Medicaid Region



The **NEW Primary Care Physicians Initiative (NC PCPI)** is state funded and modeled after the federal program, National Health Service Corps Loan Repayment Program (NHSC LRP) and the long-standing state funded North Carolina Loan Repayment Program (NC LRP).

The **Primary Care Physicians Initiative (NC PCPI)** is administered by the Placement Services Team.

Prior to 2025, independent private practices located in rural, medically underserved areas of the State were not deemed *automatically* eligible practice sites for the state funded North Carolina Loan Repayment Program (NC LRP). In State Fiscal Year 2024, ORH received one-time funding to launch the Primary Care Physicians Initiative (NC PCPI). The Primary Care Physicians Initiative creates a loan repayment program that automatically qualifies independent private practices in Tier 1 and Tier 2 of the North Carolina's County Distress Rankings (Tiers) as eligible practice sites; provided that such independent private practices meet all of the following criteria:

- Are wholly-owned and operated by physicians rather than by a hospital, health system, or other entity.
- Have at least one provider enrolled in the North Carolina Medicaid program and accept patients who are Medicaid recipients
- Recruitment and retention of licensed allopathic or osteopathic primary care physicians in rural, underserved areas of the State who specialize in Family Medicine, General Internal Medicine, General Surgery (within critical access hospitals only), General Pediatrics, Obstetrics/Gynecology, or Psychiatry.

BOTH PHYSICIANS AND SITES MUST MEET ELIGIBILITY REQUIREMENTS

Provider Eligibility, Awards and Commitments

Physicians	Incentive Awards (Based on Full-Time Employment)	Service Commitments
Primary Care Physician <ul style="list-style-type: none"> • Allopathic (MD) • Osteopathic (DO) Serving within the following specialties: <ul style="list-style-type: none"> • Family Medicine • General Internal Medicine • General Surgery -FOR CRITICAL ACCESS HOSPITALS ONLY • Obstetrics/Gynecology (OB/GYN) • General Pediatrics • Psychiatry 	Up to \$100,000	Up to 4 years
<ul style="list-style-type: none"> • Pro-rated awards are given for Part-Time employment. • All award amounts (whether full or part-time employment) are based on documented educational (student) loan debt or up to the maximum award amounts listed above. For Example: A provider with an educational loan debt of \$45,000 could only receive an award amount up to \$45,000 instead of the maximum award amount of \$100,000 (allowed for a provider). 		

How to Apply:

Applications guidelines are available at: <https://www.ncdhhs.gov/nc-pcpi-guidelines/download?attachment>

Applicants must submit their application electronically through the RedCap portal. A link to access the on-line application will be posted to the Placement Services Section of the Office of Rural Health website on **April 21, 2025, at 8:00 a.m.**

Technical Assistance Webinars:

April 8, at 1:00 pm

Microsoft Teams Need help?

Join the meeting now

Meeting ID: 223 218 547 418

Passcode: VJ3Cg7ff

Dial in by phone

+1 984-204-1487,,695612902# United States, Raleigh

Find a local number

Phone conference ID: 695 612 902#

Join on a video conferencing device

Tenant key: **ncgov@m.webex.com**

Video ID: 111 732 163 6

More info

April 16, 2025, at 10:00 am

Microsoft Teams Need help?

Join the meeting now

Meeting ID: 240 698 636 706

Passcode: bB3Jw2pJ

Dial in by phone

+1 984-204-1487,,291173955# United States, Raleigh

Find a local number

Phone conference ID: 291 173 955#

Join on a video conferencing device

Tenant key: **ncgov@m.webex.com**

Video ID: 118 057 793 7

More info

More info

To obtain further information: Lisa McKeithan: **Lisa.McKeithan@dhhs.nc.gov**

[Visit our Website](#)