



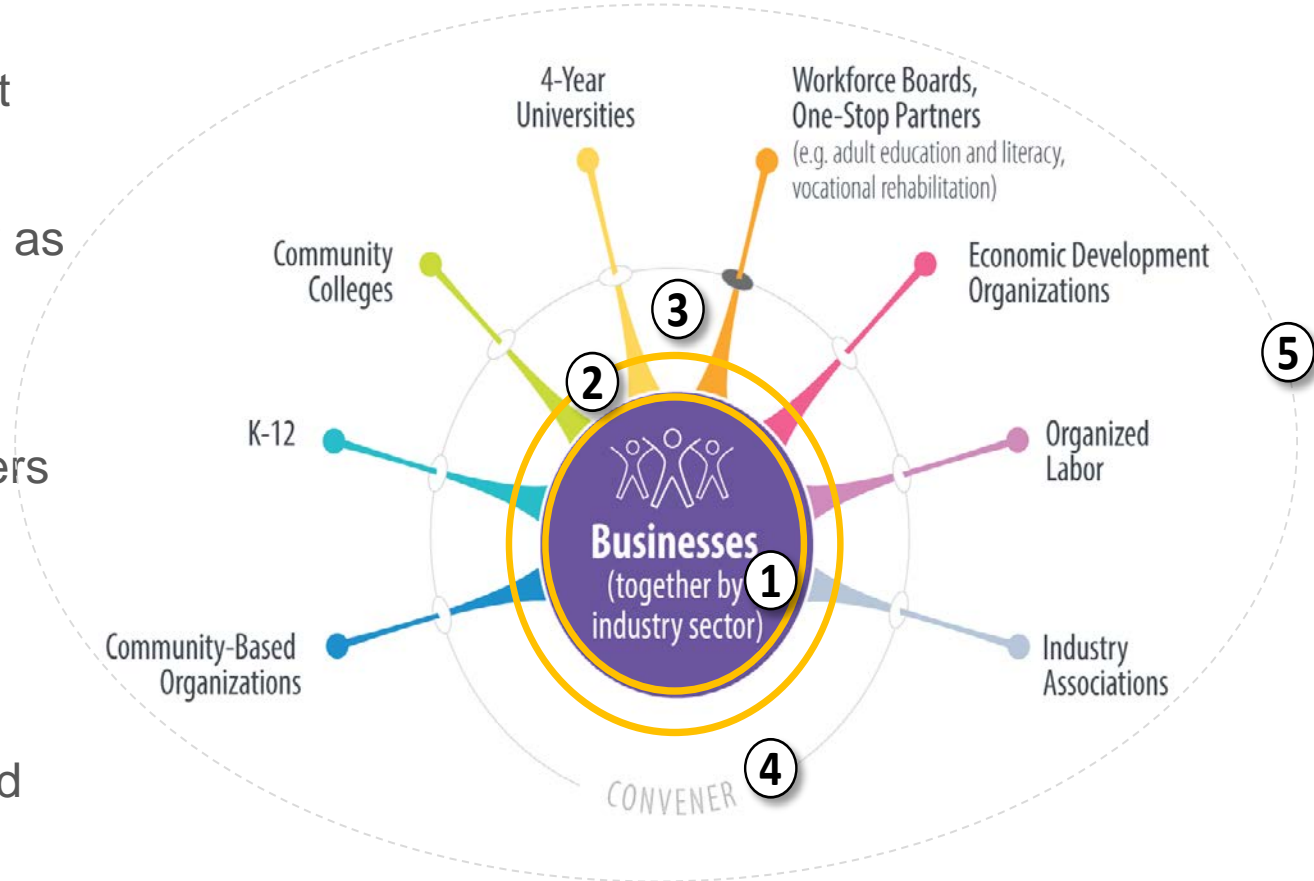
THE INAUGURAL BREVARD HEALTHCARE CONSORTIUM

Initiating a Healthcare Sector Strategy for Brevard County



Industry Sector Partnership Model

1. Places business at center
2. Work with industry as partners
3. Aligned community partners
4. WF system as central player, convener
5. Regionally-focused



Borrowed for Maher and Maher from the CareerSource Florida Sector Strategy Summit

CareerSource Brevard's Role

- Research
- Coordinate
- Convene
- Facilitate
- Elevate
- Adhere to Industry-Led, Community-Supported Sector Strategy Model



Effective Sector Strategies



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Maher from the CareerSource
Florida Sector Strategy Summit

HSS VISION

Brevard County produces skilled, available talent to meet the current and future needs of local healthcare industry organizations.



HSS Values

- A Strong Healthcare System
 - Has a local pipeline of skilled, available talent
 - Provides employment opportunities with sustainable wages or career ladders to self-sustaining wages for local workers
 - Is vital to the local economy
 - Is in the best interest of all Brevard County Citizens



What We Will Do

- Healthcare Industry Representatives from all aspects of the healthcare industry will identify common current and future talent needs with associated common core competencies. This effort will be driven by Healthcare Industry Organizations and supported by Community Partners.



What We Will Do (Cont.)

- Healthcare Industry Representatives from all aspects of the healthcare industry will prioritize their common needs.



What We Will Do (Cont.)

- Community Partners will work with Healthcare Industry Representatives to create, implement, sustain and revise, as necessary, a strategic plan to address industry needs starting with those issues that have been prioritized the highest.



What We Will Do (Cont.)

- We will identify desired outcomes and work together to track progress toward each.
- We will speak with one voice to advocate for governmental or institutional changes required to meet industry-identified needs.



Why Will We Do This?

Labor Market Information

- Registered Nurse in highest demand
- Healthcare occupations account for 20 of 50 fastest growing occupations in the county through 2023
- 5 additional occupations are utilized by healthcare providers
- Surrounding regions show similar trends

Gap Analysis (FL Universities)

- Undersupplied by the 4 Year University System in Florida
 - Physicians
 - Nurses



Common Critical Skills for All Healthcare Industry Workers

- Computer Literacy
- Internal and External Customer Service
- Communication
- Teamwork
- Cultural Competence

Local Healthcare Employer Survey

- 30 Participants
- 29 Provided Responses
 - 1 Participant left all questions blank
 - Not all participants answered all questions
 - Some chose to skip questions
 - Some questions were automatically skipped depending upon previous responses

Highlights of Responses

- 79% of respondents have a difficult time retaining talent in specific jobs
 - Most frequent occupations mentioned
 - Nursing Assistant
 - Nurse
 - RN
 - LPN
 - Specialty
 - Home Health Aid

Reasons for Retention Issues

- 73% Know reasons behind retention issue
 - 93% of Responses related to talent shortage, competition and/or pay
 - 18% School capacity issues
 - 12% Regulatory changes

Experience Levels at Hiring

- 71% Hire recent graduates with no previous experience
- 21% Hire only recent graduates with 1 – 2 years of experience
- 8% Only hires graduates with more than 2 years of experience

Workplace Incentives for Education or Credentials

- 80% of organizations provide incentives or educational benefits
- 67% Offer these benefits to all employees
- 71% Offer on-site education/credentialing
- 83% Try to accommodate training or education schedules

Educational Alignment with Current or Future Hiring Needs

- 60% Feel that the education that is locally available aligns with needs



Skill Sets Emerging in the Next 5 Years

- Self-Directed Learning
- Interdisciplinary Approach
- Flexibility to adjust skills to needs
- Senior Care to include Behavior Management with Dementia
- Experienced Nurses, Patient Care Tech, Medical Assistants, Surgical Tech
- Crisis Prevention and Management
- Use of technology, computer literacy
- Hands on learning
- Communication, Active Listening, Customer Service, Organizational Skills
- Regulatory Knowledge



Skill Sets Eliminated in the Next 5 Years

- 2 Answered unsure
- 1 Answered None
- LPN
- Transcription
- Certified Nursing Assistants
- Certified Medical Assistants
- Pedi (Pediatrics?)

Communicating Hiring and Training Needs with Education and Workforce Partners

- Informally through discussion with colleagues and training establishments
- Email, flyers, telephone contact
- Job postings, emails to school contacts, school job boards, externships
- Employ Florida job postings

Local Training in Needed Competencies

- 50% Replied that locally trained applicants are typically trained in all needed competencies
- Missing Competencies
 - Job Readiness/Employability
 - Willingness to learn
 - Professional approach and attitude
 - Communication
 - Responsibility
 - Customer Service
 - Organizational Skills
 - Skills
 - Bathing, transfers, blood pressure
 - Psychiatric interventions and medications
 - Verbal de-escalation
 - Record Keeping (Paper and Electronic)

Career Ladders

- 17% Have written career ladders with corresponding required competencies and associated pay bands

Host Clinicals/Internships

- 61% Host Clinicals/Internships
 - 6 Responded that they could increase capacity in a small way
 - 2 Who responded that they don't host would be willing to do so

Willingness to Participate in a Sustained Sector Strategy

- 94% Indicated their willingness to participate
- 100% of those indicated that they would provide input with Hiring Requirements, Curriculum Development and/or Worker Training

Brevard County Healthcare Education Asset Information

- Sent survey to 6 accredited healthcare providers
 - American Red Cross
 - Eastern Florida State College
 - Harris Casel Institute
 - Horizon Healthcare Institute
 - Keiser University
 - University of Central Florida – Cocoa Campus
- 5 Returned surveys with varying degrees of response

Healthcare Programs in Brevard County

- 48 Different healthcare programs named in responses
 - HHA Certificate - MSN
- Candidate screening varies by institution and program

Skills and Competencies

- Computer Skills

- All Institutions report that computer skills are integrated into healthcare-related curriculum to varying degree
 - One school integrates basic keyboarding, document creation, computer-based research, etc.
 - Two institutions reported requiring testing for computer literacy for at least some of their programs

- Behavior Competencies

- All institutions report behavioral competency integration
 - Meeting needs of all generational groups
 - Two schools integrate HCAHPS review
 - Two test for behavioral competency

Availability of Clinicals/Internships

- Four report ability to place all students
- All report issues with locating clinicals especially for specialty programs
- Barriers to placement
 - Competing programs
 - Phasing out of LPNs in certain settings
 - Insufficient number of faculty

Number of Graduates and Placements

- Number of graduates could not be aggregated due to reporting variations
- Barriers to placement of graduates
 - Some graduates lack social skills required
 - Not enough hiring in Brevard County
 - New Graduates
 - Cost of State and National Exams
 - Transportation
 - Timing and Economy

Status of Institutional and Program Capacity

- 1 Institution at capacity
- 1 Institution at capacity in most programs
- 3 Institutions with additional capacity
- Barriers to full enrollment
 - Financial inability to pay for schooling (2 responses)
 - Strict admissions criteria
 - New programs/community awareness
 - Students not available to take courses
 - Inability to secure clinical sites (2 responses)
 - Space

Program Additions Anticipated within the Next 5 Years

- Home Health Aide (75 hour course) with Medication Assistance
- Master's in Occupational Therapy
- Master's In Dietetics and Nutrition
- LPN – RN Transition ASN Program
- RN-BSN
- Medical Assistant
- Pharmacy Tech
- Anesthesia Technologist
- BSN
- Funeral Director



Breakout Conversation Starters

- What keeps you up at night?
- What are your current critical needs (could be positions that need to be filled or competencies instilled in applicants/workforce)
 - Are these common needs for much of the healthcare industry?
 - What mechanism should be used to solve this need?
 - Who needs to be around the table to problem-solve each need?
 - What would success look like?
 - How would we measure success?



Breakout Conversation Starters Continued

- What three critical needs or roles do you see coming within the next 5 years?
 - What obstacles do you see with meeting these needs?
 - What mechanism should be used to solve this need?
 - Who needs to be around the table to problem-solve each need?
 - What would success look like?
 - How would we measure success?

Breakout Conversation Starters Continued

- What critical competencies need to be addressed in our current workforce?
- What foundational competencies need to be addressed in our developing workforce?
- What skills or certifications would induce you to hire a high schools graduate immediately following graduation?
- What do you feel is working well for recruitment and retention for your organization?

Report Out

- Identification of Top 3 Current Critical Needs
- Identification of Top 3 Future Critical Needs
- Identification of Working Groups or Other Mechanism to Meet Needs
 - Who will work on these needs?
- Measures of Success

Final Slide!

- Summary of the Day
- Recap of Next Steps
 - Participants
- Thank You!
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