



WisCaregiver Career Program

Nursing Homes

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WisCaregiver Career Program

Agenda

- Project organization
- Program overview
- Collaboration with nursing homes
- How would this look?
- Questions

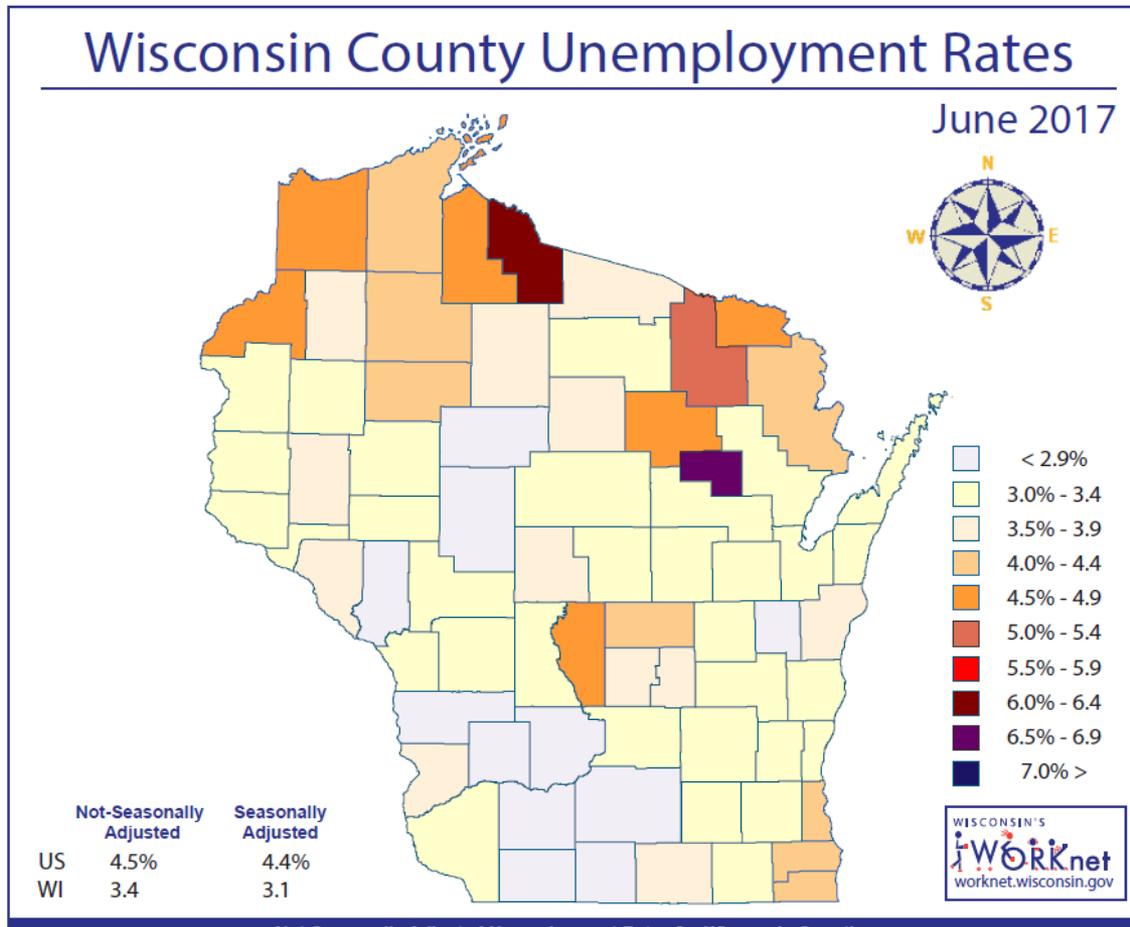


Workforce Shortage – Perfect Storm

- First time in history there is a declining workforce
- More people needing care and support
- Improving economy – lots of employment options at the caregiver wage range



Unemployment Rates by County





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Wisconsin Reports

- The Long-Term Care Workforce Crisis: A 2016 Report

<http://files.constantcontact.com/eebfe59f101/13778233-9d91-46b2-b406-e4694a787c76.pdf>

- Wisconsin Health Care Workforce 2016 Report

<http://www.wha.org/pdf/2016workforcereport.pdf>



WisCaregiver Career Program

- Wisconsin received more than \$2.3 million to implement this new program
- Program is designed to encourage 3,000 Wisconsinites to enter caregiver careers
- Program was developed in partnership with nursing homes, LeadingAge Wisconsin, Wisconsin Health Care Association (WHCA), Board on Aging and Long Term Care (BOALTC), and Wisconsin Technical College System (WTCS)



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Marketing and Recruitment

- Public service announcements (PSAs) to highlight the program and rewarding aspects of working as a nurse aide caring for Wisconsin's elders and people with disabilities
- PSAs will highlight training and testing provided at no cost and a \$500 retention bonus paid to the nurse aide by the nursing home after six months employment



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Workforce Solutions

The Department of Health Services (DHS) will work with and provide resources to the nursing home community about ways to help ensure its facilities are a desirable place of employment by:



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Workforce Solutions (continued)

- Adopting culture change in nursing homes
- Embracing nurse aides as an equal member of the health care team
- Accommodating staff with child care needs
- Offering flexible work hours and schedules
- Providing staff with education, training, and career advancement opportunities



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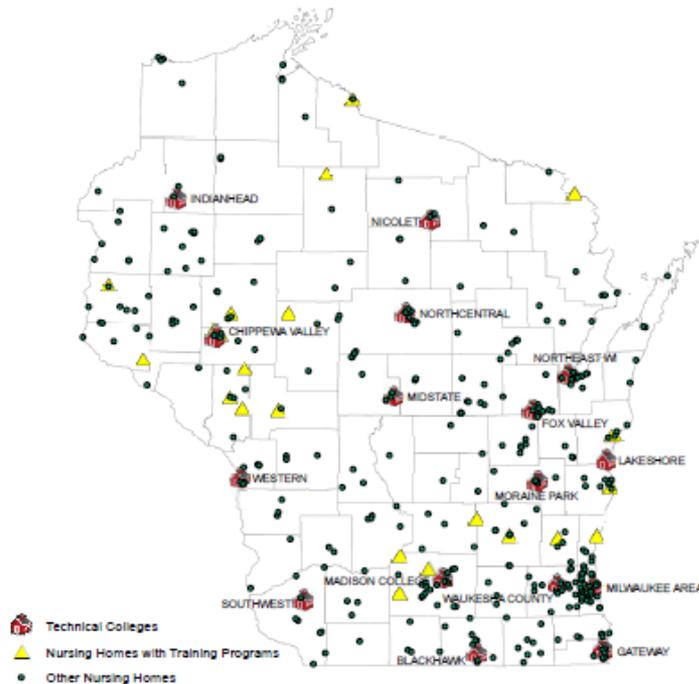
Training and Testing

- Funding will be used to train up to 1,000 students through approved nursing home nurse aide training programs
- Funding will be used to train up to 2,000 students through an approved WTCS nurse aide training program
- Testing fees will be covered for all students who successfully complete the training



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WisCaregiver Career Program
Nurse Aide Training Programs
August 2017



Department of Health Services / Division of Quality Assurance
P-01871 (08/2017)



Timeline

- September 2017 – Recruitment webinars with technical colleges, nursing homes with approved nurse aide training programs, nursing homes participating in the \$500 retention bonus
- October 2017 – Complete the tracking program
- November 2017 – Implementation webinar for training programs
- December 2017 – Complete the interactive website
- January 2018 – Launch the media campaign
- January 2018 – Implementation webinar for participating nursing homes
- January through 2019 – Training, hiring, retention



Who is Eligible for Free Training and Testing?

- Traditional students
- Non-traditional students
- Seniors
- Veterans
- English language learners
- FoodShare Employment & Training (FSET) eligible
- **And** willing to meet the criteria – complete training, testing and work in a Wisconsin nursing home for six-months for the \$500 bonus



Participating Nursing Homes

- Agree to pay a \$500 retention bonus, paid by your facility, for anyone:
 - who is part of WisCaregiver Career Program, and
 - hired through your normal hiring process, and
 - who works full-time or part-time for at least six months at your facility
- Agree to not request MA reimbursement for individuals trained and tested through the WCP unless appropriate.



Reporting Requirements

Participating nursing homes agree to:

- Input minimal student information into a secure on-line tracking system:
 - Date hired
 - Date person met the six month requirement
 - Date dropped and why, if applicable
- Participate in an on-line survey at the conclusion of the project



How Would This Look?

- Student would hear about the program through a number of routes from the media campaign
- Campaign would direct the person to a DHS website
- Website will be interactive to help the student decide what options they have for training and employment
- Participating nursing homes would be featured on this DHS website including a link



How Would This Look?, cont.

- The Wisconsin Nurse Aide Registry will identify students who has successfully completed training and testing and who are eligible for the \$500 retention bonus. This part of the project is under development and will be explained further in the January implementation webinar.

<https://www.dhs.wisconsin.gov/caregiver/nurse-aide/natd-registry.htm>

- The nursing home would check the registry to see if this person is in the program
- If the person has met the full-time or part-time employment at the facility they would receive the \$500 retention bonus



Websites

- It is recommended to give a webpage link that is the most direct possible route so the student does not have barriers to participate
- Would nursing homes be able to create a unique webpage related to this program highlighting employment opportunities?



Poll – Would nursing homes be able to create a unique webpage for this program?





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Website:

<https://www.dhs.wisconsin.gov/caregiver-career/index.htm>

Mailbox:

DHSCaregiverCareer@dhs.wisconsin.gov

Listserv:

https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430



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Key Ideas and Considerations?





To Participate in the Program

- Submit your intent to sign up by going to the following link:
<https://www.surveygizmo.com/s3/3822487/WisCaregiver-Career-Recruitment-Nursing-Homes>
- This form will let us know those interested in participating and will provide key information that will be included on the interactive website
- Submit by Friday, October 6
- DHS will then contact the appropriate person at your agency to complete the contract
- Demonstration of the form



Why Participate in the WisCaregiver Career Program?

- Free advertising for your facility
- Increase employment at your nursing home
- Improve staff retention
- Create a career healthcare pathway
- You will be part of the workforce solution
- Improve overall care and public safety



Poll – Will you participate?





Save the Date

- For those who sign up there will be an implementation webinar on:
- Date: January 18, 2018
- From: 1:30-2:30pm
- Webinar:
https://connect.wisconsin.gov/wiscaregiver_career/



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Questions?

