



WISCONSIN DEPARTMENT
of HEALTH SERVICES

WisCaregiver Careers Workforce Solutions

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Agenda

- Updates for WisCaregiver Careers
- Website demo
- Media campaign
- Employee engagement
- Future webinars
- Questions

Participants

- 14 technical colleges with approved nurse aide training programs (NATPs)
- 19 nursing homes with approved NATPs
- 292 nursing home participants who agreed to pay a \$500 retention bonus

Student Sign-Up

Today is the first day students can start signing up: www.wiscaregiver.com.

Updates to the Website

- Participating training programs and nursing homes offering to pay the retention bonus: Please make sure your contact information on the DHS website is correct.
- Updates take approximately one week to become effective.
- Send all changes to dhscaregivercareer@dhs.wisconsin.gov

Media Campaign

- Starts April 9
- Will highlight the program and rewarding aspects of working as a nurse aide caring for Wisconsin's elders and people with disabilities:
 - TV and radio ads
 - Social media advertising

Employee Engagement

Denise Boudreau-Scott,
MHA, LNHA



Workforce Solutions

Monthly webinars (1:30–2:30)

- April 5: **Recruitment, Retention and Best Practices**, Cagney Martin, North Central Health Care and Jill Gengler, Colfax Health & Rehabilitation Center
- May 3: TBD
- June 7: **Peer Mentorship Programs**, Anna Ortigara, RN, MS, FAAN
- Other dates: TBD

https://connect.wisconsin.gov/wiscaregiver_career/

Resources

- **Mailbox:**
dhscaregivercareer@dhs.wisconsin.gov
- **Website:** www.dhs.wisconsin.gov/caregiver-career/index.htm

Resources (continued)

- **Student recruitment:** wiscaregiver.com
- **Listserv:** https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430

Questions