

SLO County Healthcare Workforce Forum October 30, 2024

SLOHealthcareWorkforce.org Info@SLOHealthcareWorkforce.org

<u>SLOHealthcareWorkforce.org/materialshealthcareforum</u>



Agenda

SLOHealthcareWorkforce.org/materialshealthcareforum

11:00am - 12:00pm Registration, Lunch, & Networking

12:00pm - 12:45pm Welcome & Introductions & Partnership Overview

12:45pm - 1:30pm Funding & Advocacy Program: Panel and Q&A

1:30pm - 1:45pm Break

1:45pm - 2:30pm Recruitment & Retention Program Challenges &

Strategies

2:30pm - 2:45pm Break

2:45pm - 3:15pm Healthcare Career Pathways Program

3:15pm - 3:30pm Closing

4:00 to 6:00pm
"SLO County
Career & College Night"



41 Partnership Members

Specialty Area	Name	Organization	
Public Health	Dr. Penny Borenstein	County of SLO, Dept. of Public Health	
Public Health	Michelle Shoresman	County of SLO, Dept. of Public Health	
	Julie Fogelson	Dignity Health, Common Spirit	
	Marie Avila	Dignity Health, Common Spirit	
	Sarah Clair	Adventist Health	
	Gary Obreque	Adventist Health	
	Brad Groh	Adventist Health	
Physical Health	Jessica Rojas Kalian	Community Health Centers of Central Coast (CHCCC)	
Pilysical Health	Madisyn Masatani	Community Health Centers of Central Coast (CHCCC)	
	Patrick Woolbert	Compass Health	
	Jessica Peckham	Nurse Practitioner, North County	
	Jordan Turetsky	CenCal Health	
	Gilesa Taboada	CenCal Health	
	Adam Butler	CenCal Health	
	Frank Warren	County of SLO, Dept. of Behavioral Health	
Behavioral Health	Kristen Alexander	Transitions Mental Health Association (TMHA)	
Denavioral Health	Thomas Buckley	Aspire Counseling Services	
	Magdalena Serrano	Community Health Centers of Central Coast (CHCCC)	
	Barb Morrow	County of SLO, Dept. of Public Health/Oral Health	
Oral Health	Alexandra Chamberlain	Tolosa Children's Dental Center	
	Carolyn Deily	Dental Business Consultant	
	Lisa Fraser	Center for Community Strengthening (CFS)	
Community Health	Angel Lopez	Promotores Collaborative of SLO	
Workers/ Promotores	Fernanda Lucas	Promotores Collaborative of SLO	
	Patty Herrera	Dignity Health-Central Coast, CHW Prog.	

41 Partnership Members

Specialty Area	Name	Organization	
	Terrance Leshae Harris	California Polytechnic State Univ., SLO	
	Tina Hadaway-Mellis	California Polytechnic State Univ., SLO	
	Aydin Nazmi	California Polytechnic State Univ., SLO	
	Eric Sauers	A.T. Still University	
	Oscar Ramos, Ed.D.	Cuesta College	
Education 9 Tuoining	Beth Johnson, RN, MSN	Cuesta College	
Education & Training	Heather Tucker	Cuesta College	
	Cherie Moore	Cuesta College	
	Michael Specchierla	Innovations of SLO County Office of Education	
	Jennifer Clayton	SLO Cty. Office of Education & SLO Partners	
	Paul Piette	SLO Cty. Office of Education & SLO Partners	
	Jeff Oxendine	Health Career Connections (HCC)	
Mouldouse Development	Dawn Boulanger	Workforce Development Board (WDB)	
Workforce Development &	Jeannie Keeling Fantasia	Aledade	
Economic Development	Matt Briskin	The Chartis Group	
20011011110 Bevelopinent	Bob Redlo	Bay Area Healthcare Workforce Development	
Partnership Coordinator	Susan McGraw	Consultant	



Partnership Background

- 2019: Community Forum with 100+ attendees
- **Spring/Summer 2023:** Key stakeholder interviews, labor market trends, and national best practices.
- September 28, 2023: Partnership Launched.
 - *Members:* 28 individuals from 18 organizations
 - Focus: Physical, behavioral, and oral healthcare;
 - education and training; workforce development; economic development.
 - Lead Agency: San Luis Obispo Public Health
- Fall 2023: Planning Phase
- Jan. 2024 to Dec. 2026:
 Strategic Action Plan
 Implementation





Purpose & Goals of the Partnership

• **Purpose:** To strengthen and diversify the workforce in physical, behavioral, and oral health in San Luis Obispo County.

Goals:

- Mitigate the critical shortage of health care workers.
- Develop provider incentive/retention programs.
- Create new healthcare career and educational pathways.
- Identify funding opportunities.
- Engage individuals underrepresented in healthcare education programs and professions.





3 Working Committees



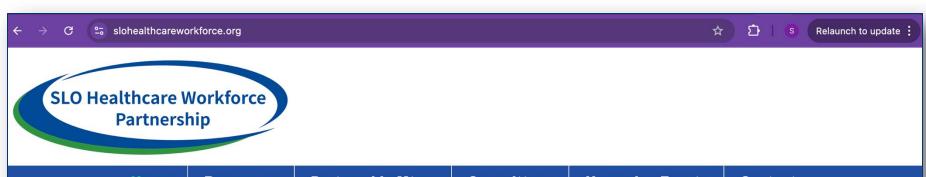
Recruitment & Retention



Healthcare Career
Pathways









SLO Healthcare Workforce Partnership

The SLO Healthcare Workforce Partnership was launched in September 2023 to address the critical shortage of healthcare professionals in physical, behavioral, and oral health in San Luis Obispo County. This collaborative Partnership is composed of 18 organizations representing



Healthcare Workforce
Outlook for SLO County

Access to care is a theme in the 2023 Community Health Survey.

What health issues do you think must be addressed to improve the quality of life in your community?

	Response
Top 6 SLO County Survey Responses	rate
Access to health care	56%
Mental health	46%
Access to affordable housing	45%
Access to dental care	30%
Caregiving support for the elderly	29%
Access to childcare	25%

What do you think are important qualities of healthy community?

Top 6 SLO County Survey Responses	Response rate
Clean and safe environment	43%
Access to health care (e.g., family doctor)	42%
Affordable housing	40%
Safe neighborhoods	31%
Good jobs and healthy economy	25%
Parks and nature	22%





Due to the inability to find or access a provider*:

- 40% of respondents delayed or went without needed medical care (including routine checkups).
- 32% of respondents delayed or went without needed mental health care.
- 33% of respondents delayed or went without needed dental care (including routine checkups).
 - * Inability to find or access a provider includes:
 - Couldn't find a provider who accepted new patients, took my insurance, or speaks my language.
 - Couldn't get an appointment or it was too long to wait.





Significant demand projected within 10 years for the *Physical Health* Workforce.

Occupation	2022 Current Employment	Positions to be Filled by 2032	% of New & Replacements
Primary Care Doctor (MD)	103	28	27%
Specialty Care Doctor (MD/DO)	173	53	31%
Physician Assistant (PA)	95	82	86%
Nurse Practitioner (NP)	139	142	102%
Registered Nurse (RN)	1,820	1,066	59%
Licensed Vocational/Practical Nurse (LVN/LPN)	496	407	82%
Certified Nursing Assistant	634	961	152%
Medical Assistant	624	989	158%
Personal Care Aide	2,525	4,511	179%
Community Health Worker (CHW)	49	63	129%
Totals:	6,658	8,302	125%



Greatest demand will be for entry level employees.

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Significant demand projected within 10 years for *Physical Health* Workforce.

Occupation:	2022 Current Employment	Positions to be Filled by 2032	% of New & Replacements
Pharmacists (RPH)	216	68	31%
Respiratory Care (RCP)	71	50	70%
Occupational Therapist (OT)	103	70	68%
Physical Therapist (PT)	174	106	61%
Optometrists (OPT)	51	15	29%
Podiatrist (DPM)	10	2	20%
Totals:	625	311	50%



Significant demand projected within 10 years for *Behavioral Health* Workforce.

Occupation:	2022 Current Employment	Positions to be Filled by 2032	% of New & Replacements
Psychiatrist (MD)	71	16	23%
Psychologist (PsyD)	266	181	68%
Marriage, Family Therapist (MFT)	Therapist 200 193		97%
Clinical Social Work (CSW)	87	89	102%
Professional Clinical Counselors (PCC)	123	77	63%
Psychiatric Technicians	248	186	75%
Totals:	995	742	75%



Significant demand projected within 10 years for *Oral Health* Workforce.

Occupation	2022 Current Employment	Positions to be Filled by 2032	% of New & Replacements
Dentists	157	49	31%
Registered Dental Asst. (RDA)	383	579	151%
Registered Dental Hygienist (RDH)	217	155	71%
Totals:	757	783	103%



Lack of Equity in SLO County Healthcare Workforce

The Hispanic/
Latinx community
makes up 23% of the
SLO County
population but only a
small percentage of
top-level positions.

5-8%

Physicians,
Psychiatrists, Psychologists,
Dentists, Physician Assistants,
Nurse Practitioners, Pharmacists,
Physical Therapists,
Occupational Therapists

9-10%

Podiatrists, Optometrists, Registered Nurses

12-15%

Marriage/Family Therapists, Clinical Social Workers, Licensed Vocational Nurses/Licensed Practical Nurses, Nursing Assistants/CNAs, Registered Dental Hygienists, Respiratory Care Practitioners

17-20%

Psychiatric Technicians, Personal Care Aides, Community Health Workers

24-27%

Medical Assistants, Registered Dental Assistants

Top 9 Critical Occupational Needs: 2025 to 2030

(Partnership's Healthcare Organization Survey, Spring 2024)

Primary Care M.D.		
Nursing: Registered Nurse (RN) Licensed Vocational Nurse (LVN) Certified Nursing Assistant (CNA) Nursing Assistant (NA; not certified)		
Physical Therapist (PT)		
Radiology Technician		
Medical Assistant (MA)		
Marriage & Family Therapist (MFT)		
Registered Dental Assistant (RDA)		
Community Health Worker (CHW)		
Emergency Services:Emergency Medical Technician (EMT)Paramedic		





Health Professional Shortage Areas (HPSAs)

- Designated by Health Resources & Services
 Administration (HRSA) as having shortages of primary care, dental care, or mental health providers:
 - o Geographic: A county or Medical Service Study Area
 - o Population: Low income, Medicaid eligible, etc.
 - Facilities: Federally Qualified Health Centers, state or federal prisons, etc.
- Scores are updated every 3 years.



Benefits of Designation as a HPSA

- Recruitment & Retention Benefits:
 - Loan Repayment & Scholarships
 - NHSC Loan Repayment and Scholar Placement
 - State Loan Repayment Program (SLRP)
 - Nurse Corps Loan Repayment and Scholar Placement
 - Office of Health Workforce Development Loan Repayment Scholarship Programs
 - J-1 Visa Waiver Program
 - Expedited Medical Licensure Medical Board of CA



Benefits of Designation as a HPSA

Financial Benefits:

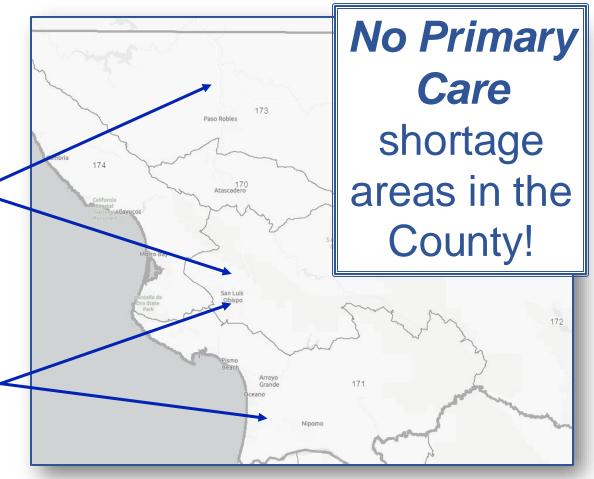
- Rural Health Clinic (RHC) Certification
- 10% Medicare Bonus Payment for geographic HPSAs only (does not apply to FQHCs or RHCs)
- Registered Dental Hygienist in Alternative Practice (RDHAP) – Dental Board of CA

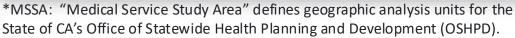


Designated Shortage Areas - March 2023

Dental Care
Provider shortage
areas (MSSA 172/173: SLO, Paso Robles, Lake
Nacimiento, San Miguel).

Mental Health
Provider shortage
areas (MSSA 171/172:
SLO, Arroyo Grande).





^{*} CalHHS Open Data Portal. https://data.chhs.ca.gov/dataset/health-professional-shortage-areas-in-california



Designated Shortage Facility: Primary Care, Mental Health, Dental Health

Community Health Centers of the Central Coast, Inc. (Federally Qualified Health Center)			
16 Sites:			
	2 in Paso Robles		
North County	2 in Templeton		
	1 in Atascadero		
	1 in San Miguel		
Coastal	1 in Cambria		
City of San Luis Obispo	4 in San Luis Obispo		
	3 in Arroyo Grande		
South County	1 in Nipomo		
	1 in Oceano		





Recruitment & Retention Challenges & Strategies

Based on the Partnership's Healthcare Organization Survey Spring, 2024



Top 4 Most Significant Recruitment Challenges

High Cost of Living & Housing

Lack of Local Training Opportunities

Lack of Diversity in the Applicant Pool

Lack of Adequate Salaries/Benefits

Based on the Partnership's Healthcare Organization Survey, Spring, 2024, (17 organizations responded)



Local Recruitment Strategies

Training for New or Existing Employees

Financial Incentives & Enhanced Benefits

Improving the Organizational Culture & Reputation

Advertising, Recruiters, Job Fairs

Local Collaborations



Top 3 Reasons Employees Left

Lack of Adequate Salary/Benefits

Cost of Living/Housing

Job Burn Out or Stress

Based on the Partnership's Healthcare Organization Survey, Spring, 2024, (17 organizations responded)



Local Retention Strategies

Salary & Benefits Packages

Financial Incentives

Training & Professional Development

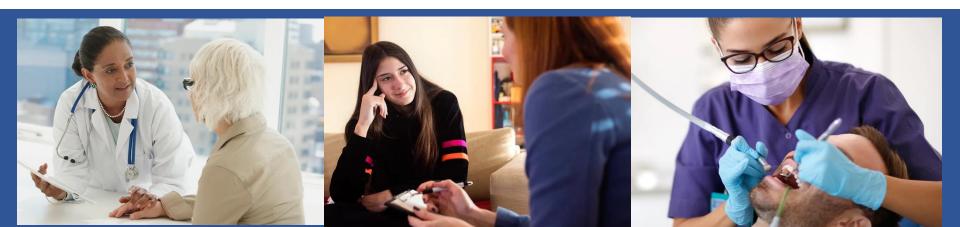
Local Partnerships

Enhancing the Organizational Environment



SLO Healthcare Workforce Partnership

Susan McGraw, Partnership Coordinator SLOHealthcareWorkforce.org Info@SLOHealthcareWorkforce.org





Funding & Advocacy Opportunities

Funding & Advocacy Panel

Federal Level:

Panelist: Yessenia Echevarria
 Congressman Salud Carbajal's Office

State Level:

Panelist: Jeff Oxendine, Health Career Connection

Regional Level:

Panelist: Lady Freire, UPLIFT Central Coast





Recruitment & Retention Challenges & Strategies

Based on the Partnership's Healthcare Organization Survey Spring, 2024

RECRUITMENT: Top 4 Most Significant Challenges

 1. Cost of Living: Candidates from outside the county are reluctant to move here due to the high cost of living and housing. 	83.33%		
2. Lack of Training:			
 It is difficult to find local candidates that meet the education, training, licensing, and/or experience requirements. 	83.33%		
 There are no local organizations that provide the required training or education to meet the requirements. 			
 Internal candidates do not meet the requirements for 			
education, training, licensing, or professional development.			
3. Lack of Diversity:			
 It is difficult to find an applicant pool, reflective of the diversity of 	58.33%		
SLO County, to meet our needs.			
4. Lack of Adequate Salaries/Benefits:			
 Can't compete with other local or out-of-county organizations. 			

RECRUITMENT: Local Recruitment Strategies

- Training: In-house training for early career employees.
- Advertising, Recruiters, Job Fairs:
 - Targeted job posting, advertising, and active/passive marketing strategies
 - Use recruiting agencies for difficult-to-fill positions (like physicians).
 - In-person job fairs
- Collaborations:
 - Partnerships and affiliation agreements with local educational institutions
 - Preceptorships, clinical rotations with students
 - Networking in various community spaces
- Financial Incentives:
 - Sign-on and employee referral bonus plans
 - Benefits (e.g., up to 100% of employee health/dental/life premiums)
- Organizational Culture & Reputation: Cultivating a positive work environment to foster great local reputation





Dawn Boulanger
Workforce Development
Board (WDB)

The State of the Workforce in SLO County and the Impact on Recruitment & Retention for Healthcare Organizations

RECRUITMENT

Small Group Discussion Question:

What successful strategies has your organization used to *RECRUIT* healthcare-related employees that you would recommend to other organizations?



RETENTION: Top 3 Reasons Employees Left

 1. Lack of Adequate Salary/Benefits: Not adequate compared to local cost of living and housing 	83%
 Not comparable to out-of-county employers Not comparable to other local employers 	50% 42%
 Cost of Living/Housing: Relocated to a different geographical location outside of the County due to local cost of living and housing 	58%
3. Burn Out:Job "burn out" or stress	50%



RETENTION: Local Retention Strategies

Salary & Benefits Packages:

- *Salaries:* Competitive, transparent wage structure; market surveys to address wage gaps
- **Benefits:** IRA contributions, employer-paid long-term disability plans, wellness programs, increased vacation/personal days

Financial Incentives:

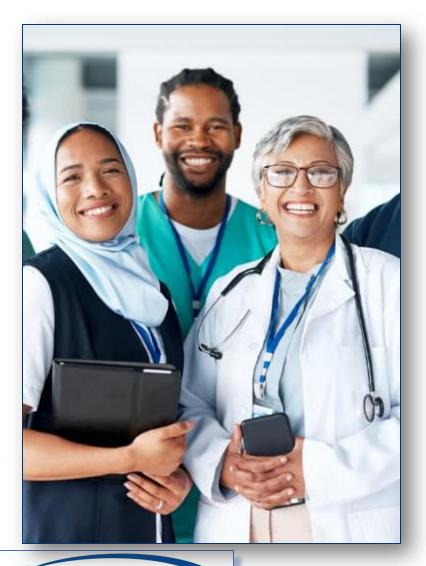
- Sign-on and retention bonus plans
- Employee student loan repayment programs

Organizational Environment:

- Flexible, autonomous work schedules, remote options, purposeful work
- Enhanced, positive work environment.
- Employee recognition programs.
- Annual retention surveys to assess why people stay and action planning

• Training:

- Leveraging career pathways, increasing training and education opportunities
- Partnerships to Determine Where Opportunities Lie:
 - SLO Healthcare Workforce Partnership, Workforce Development Board, Central Coast Workforce Collaborative, Local Colleges



Matt Briskin The Chartis Group

Healthcare Employee
Burnout 101

SLO Healthcare Workforce Partnership

RETENTION

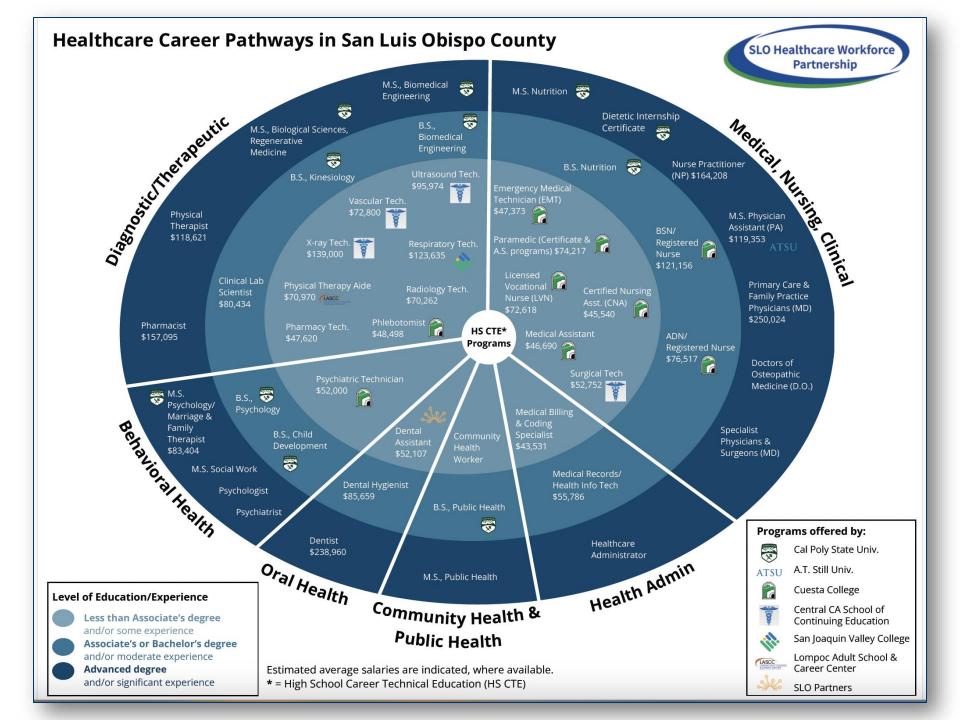
Small Group Discussion Question:

What successful strategies has your organization used to *RETAIN* healthcare-related employees that you would recommend to other organizations?





Healthcare Career Pathways



Healthcare Educational Programs | San Luis Obispo County



Cal Poly State University (CalPoly.edu)	Cuesta College (Cuesta.edu)	Other Healthcare Educational Programs		
B.S., Nutrition	Certified Nursing Assistant (1 semester)	A.T. Still University, Santa Maria Master of Science, Physician Assistant atsu.edu/college-for-healthy-communities/prospective-students/ccpa		
B.S., Public Health	Medical Assistant (1 semester)	Central California School of Continuing Ed. Vascular Technician (9 months) ccsce.org		
B.S., Kinesiology	Licensed Vocational Nurse (LVN, 3 semesters)	Central California School of Continuing Ed. Ultrasound Technician (18 months) ccsce.org		
B.S., Psychology	Registered Nurse (Accelerated program, 3 semesters)	Central California School of Continuing Ed. X-Ray Technician (10 months) Coalinga ccsce.org		
B.S., Child Development	Associate Degree in Nursing (ADN) / Registered Nurse (RN) (1.5 to 2 years)	Central California School of Continuing Ed. Surgical Technician Coalinga ccsce.org		
B.S., Biomedical Engineering	Bachelor of Science in Nursing (BSN)/ Registered Nurse (RN) (4 years) Cuesta College & Cal State Monterey Bay	Lompoc Adult School & Career Center Physical Therapy Aide (190 hours) adulteducation.lusd.org		
M.S., Psychology/Marriage & Family Therapist (MFT)	Emergency Medical Technician (EMT, 1 semester)	San Joaquin Valley College Respiratory Therapist (16 months) sjvc.edu		
M.S., Nutrition	Paramedic (3 semesters)	SLO Partners Dental Assistant Bootcamp slopartners.org/dental-assistant		
Dietetic Internship Certificate (Post-Bachelor's Degree)	Phlebotomist (1 semester)			
M.S., Biomedical Engineering	Psychiatric Technician (3 semesters)			
M.S., Biological Sciences, Regenerative Medicine				

Top 9 Critical Occupational Needs: 2025 to 2030

(Partnership's Healthcare Organization Survey, Spring 2024)

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Physical Health	 Nursing: Registered Nurse (RN) Licensed Vocational Nurse (LVN) Certified Nursing Assistant (CNA) Nursing Assistant (NA; not certified) 		
	Physical Therapist (PT)		
	Radiology Technician		
	Medical Assistant (MA)		
Behavioral Health	Marriage & Family Therapist (MFT)		
Oral Health	Registered Dental Assistant (RDA)		
	Community Health Worker (CHW)		
Multiple Healthcare Areas	Emergency Services:Emergency Medical Technician (EMT)Paramedic		



"SLO Healthcare Career Pathways"

Health Career Connection (summer paid internship program)



HEALTH CAREER

SLO Healthcare Workforce

Partnership

Partner with us to advance

your goals & build a robust,

diverse area health workforce

SLO Healthcare Workforce Partnership



SLO County Career & College Night



Career & College Night (4:00 to 6:00pm)

- SLO Healthcare Workforce Partnership:
 - 16 organizations:
 - Healthcare: Adventist Health, County Health Agency, Compass Health, CHC, Aspire Counseling Services, Sierra Mental Wellness, Tolosa Children's Dental Center, Cal Poly Campus Health & Wellness, CenCal Health, Promotores/CHW
 - Education: Cal Poly Pre-Health Advising, A.T. Still University, Cuesta College, SLO Partners (Dental Boot Camp), Health Care Connections (summer internship program)
 - Workforce Development: SLO Cal Careers



Career & College Night (4:00 to 6:00pm)

Collaboration with Family Care Network:

- 7 organizations:
 - California Conservation Corps
 - Cal Trans District 5
 - California Youth Connection (CYC)
 - Department of Rehabilitation
 - SCI Construction
 - SLO Cal Careers (various occupational fields)
 - Cal Poly (various occupational fields)





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