

Staffing Committee Minutes

Brevard Healthcare Workforce Consortium

November 5, 2019

Attendees

Richard Rossell (Health First), Adam Miller (Health First), Teri Robotti (Aveanna), Sheryl Cost (CareerSource Brevard), Kimberly Weatherby (CareerSource Brevard), Michelle Jones (CareerSource Brevard), Maureen Kelly (FDOH Brevard), Bobbi Mosley (Home Instead Senior Care), and Megan Cochran (CareerSource Brevard)

Order of Business

Member Updates

Maureen Kelly recruits for health services for Brevard Public Schools. They are down 24 part time HST (techs not licensed make \$12 PH) and LPNs (make \$17 PH) and are scheduled 29 hours with no benefits.

Teri Robotti is aggressively using grass roots recruiting. Their census is running 1000 unstaffed hours a week for the Home Health needs for LPNs and RNs to cover 24/7 care and their Pediatric Center has openings for Paramedics and CNAs. Their purchase of Maxim will finalize in December. To attract and retain talent, they have added paid time off to employees who work 30+ hours a week.

Sheryl Cost asked committee participants if Medical Billing and Coding is still in – demand. The response from Adam Miller was yes, they hire and also this is outsourced to third party vendors who hire as well.

Bobbi Mosley is recruiting HHAs, CNAs and Care Givers. She reviewed the costs incurred by new hires to include finger print \$85, CPR \$50, HIV \$20 and DOH typically absorbs immunization costs, but are out of product. Teri Robotti explained they pay upfront costs for background and finger print. They provide the required immunizations (PPD test) required and work with Orlando Procure at a reasonable price.

Kimberly Weatherby informed that in April PAFB received a grant to train Medical Billing and Coding for Military Spouses. Sheryl Cost indicated the median wage for this occupation is at \$17.45. Kimberly is also working to place 2 LPNs, one is in school to become an RN and needs a part time schedule and informed Maureen Kelly she applied for a school position.

Adam Miller indicated this is their busy season and are looking for Nurse Techs and CNAs. They hired a University Recruiter to work with the schools.

Megan Cochran informed in response to the request for Soft Skills training for healthcare employees, the Soft Skills Committee is developing ways to connect entry level and supervisory level employees to training. Committee members would like to conduct informational interviews with employers.

Richard Rossell reported good news for the talent search, they will be holding a job fair at Palm Bay hospital. He is also helping with the roll out of Health First Health Plans Medicare advantage. In January, the plans will cover the cost for an RN and HHA to follow up to prevent hospital readmission. They are also recruiting for 2 ARNP positions.

September 24th Consortium Feedback

Committee members reviewed feedback from the consortium meeting and those who attended said the panelists were informative and appreciate the information <http://takeaimbrevard.com/healthcare/> .

Out of Area Talent Attraction – Labor Market Information

Sheryl Cost presented wage information on in-demand healthcare occupations for Brevard and surrounding counties: <http://takeaimbrevard.com/wp-content/uploads/2019/11/Home-Health-Aide-Regional-Wage-Comparisons-2017-2018.pdf> & <http://takeaimbrevard.com/wp-content/uploads/2019/11/Nursing-Occupations-Regional-Wage-Information.pdf>

Megan Cochran shared the Summary of Employment, Demographics, and Commuting Patterns for Brevard County report:

http://lmsresources.labormarketinfo.com/library/labor_shed/brevard.pdf

The committee reviewed the report on the commuting patterns for residents as well as where workers outside the county reside to shed light on areas to target for recruitment. It was noted that the industry cluster for Healthcare and Social Assistance is the largest segment of workforce followed by Retail Trade and Manufacturing. Adam Miller mentioned they were looking at transportation options and when he was with Darden, they met workers at Sunrail and bussed them to work. A committee member recalled a presentation from Commuter Van Pools from a prior committee meeting

and it was requested to include this in the notes <http://takeaimbrevard.com/wp-content/uploads/2018/12/Stakeholder-Meeting-Career-Source-Brevard.pdf>

Megan Cochran shared information about Uber Health as an option to help staff get to the work place <https://www.uberhealth.com/> . Richard Rossell mentioned Health First will be using Uber Health to help residents access healthcare services.

Local Campaign to Promote Healthcare Training

Sheryl Cost discussed an upcoming recruiting event with Behavioral Services of Brevard. They are holding a career fair to recruit Registered Behavior Techs to serve behaviorally challenged students and will offer job training. She also informed there is a CareerSource Brevard scholarship resource to help train single mothers to become HHAs or CNAs. They can receive other assistance including transportation and childcare to help them become employed. Megan Cochran shared they received grant funding to train up to 20 HHAs.

Megan Cochran recounted a recent visit to a BPS high school CNA training program classroom. She asked if students planned to live and work in Brevard after they complete their schooling and about 80% of the class said they would not. She encouraged committee members to visit the BPS healthcare training classrooms and inform students about local career opportunities and career pathways. Adam Miller said their University Recruiter visit classrooms and are using the “4 – B” strategy to address recruitment needs: build, borrow, buy and bridge. They are looking at developing their entry level staff positions that require high school diploma and customer service experience through tuition reimbursement.

Next meeting is December 3rd from 2:30-4pm

STAFFING COMMITTEE ACTION PLAN November 5, 2019

Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Recruitment and Retention of Homemaker Companions, Home Health Aides,	A robust pipeline of new and experienced LPNs and CNAs, HHAs and	<ul style="list-style-type: none"> Increased awareness among healthcare providers and educational institutions 	Filling part-time needs <ul style="list-style-type: none"> Low Pay No benefits Low Pay in some settings	1. Vacancy Benchmarks <ol style="list-style-type: none"> Results are posted http://takeaimbrevard.com/wp-content/uploads/2017/07/Healthcare-

<p>Certified Nursing Assistants and Practical Nurses</p>	<p>Homemaker Companions for employers</p>	<p>regarding employer needs and education program output</p> <ul style="list-style-type: none"> • Partnerships built among employers, educational partners, workforce and other stakeholders to facilitate talent development and maximize current available talent • Provision of current vacancy data by employers • Reduction of vacancies • Reduction of business lost due to staffing limitations 		<p>Vacancy-Baseline-and-Benchmarks-Survey-Remove-Names-080217.pdf</p> <ol style="list-style-type: none"> b. Create a new survey for 2018, make it more user friendly to garner more responses. <ol style="list-style-type: none"> 2. Branding campaign <ol style="list-style-type: none"> a. Promote critical occupations of Senior Companion, Home Health Aide, CNA, LPN, MA and RN b. Local Campaign to promote healthcare training https://careersourcebrevard.com/career-services/explore-healthcare-careers c. Out of area campaign to attract RNs and more https://healthcare.careersourcebrevard.com/ d. Share link to campaign for BHWC to post. Add information regarding Compact License 3. Get Involved/Volunteer Survey <ol style="list-style-type: none"> a. Get Involved flyer http://takeaimbrevard.com/wp-content/uploads/2019/06/VOLUNTEER-OPPORTUNITES-with-CSB...-002.pdf b. Staffing Committee will review and develop strategies
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Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Recruitment and retention of experienced nurses (RNs and BSNs)	A robust pipeline of experienced nurses focusing on those with specialty experience	Reduction in RN/BSN vacancies	<ol style="list-style-type: none"> 1. Retirements 2. Nurses can make more in a traveling nurse role 3. Difficulty in moving nurses in critical specialty roles into less strenuous positions 	<ol style="list-style-type: none"> 1. Create a Local College Access Network to foster post-secondary credential attainment. 2. Market RN refresher courses to individuals whose licenses may be inactive (Maybe a “we need you” campaign) 3. Develop a Retention Recommendations Tool Box for takeaimbrevard.com 4. Hold a healthcare job/career fair.

			<ul style="list-style-type: none"> 4. Expense of obtaining BSN 5. Difficulty in working while obtaining BSN 6. Identifying inactive nurses and how to reach them 	
Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Recruitment and retention of new-to-practice Registered Nurses				Needs further development