The STAR$^2$ Center team

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http://www.chcworkforce.org
About the STAR² Center

• Established in 2014 as a branch of the Association of Clinicians for the Underserved to support clinical workforce recruitment and retention for health centers

• Supported through a National Cooperative Agreement with the Bureau of Primary Healthcare

• One of 21 National Training and Technical Assistance Partners (NTTAPs)

• Produces **FREE** resources, trainings, and technical assistance
Housekeeping

- This session is being recorded and the **recording** will be sent via email to everyone who registered.
- Use the **Chat** box to ask questions and share comments and thoughts.
- Send a message to **Mariah Blake** if you are experiencing technical difficulties.
- Please complete the **evaluation** at the end of the session.
### AUDIO CONNECTION

#### Phone Audio

<table>
<thead>
<tr>
<th>Phone Call</th>
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<tbody>
<tr>
<td>+1 929 205 6099 (New York)</td>
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<tr>
<td>+1 301 715 8592 (Washington D.C.)</td>
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<tr>
<td>+1 312 626 6799 (Chicago)</td>
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<td>+1 346 248 7999 (Houston)</td>
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**Dial:**
- 877 853 5247 (Toll Free)
- 888 788 0099 (Toll Free)

**Meeting ID:** 818 6072 5469 #

**Participant ID:** In your audio options

**Done**

#### Computer Audio

- Select “Computer Audio” in Zoom
- Mute/Unmute options on screen
- Unmute microphone in computer settings

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[http://www.chcworkforce.org](http://www.chcworkforce.org)
CHANGE YOUR DISPLAY NAME

- Open Participant List
- Select “More” next to your name

Enter new screen name

![Participants List]

![Rename Window]
Rename yourself:
Group number, name
Example: 4, Sabrina Edgington

Group 1
Regions 1, 2, 3

Group 2
Regions 4, 5, 6, 7

Group 3
Regions 8, 9, 10
Purpose
To provide a space for professional development and collaboration to support your workforce recruitment and retention efforts
<table>
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<th>How?</th>
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| **Train the trainer sessions**  
Learn how to present content and use STAR\(^2\) Center resources in your workforce TTA programs | **Building your network**  
Build a community with other workforce leaders and become comfortable leaning on one another for support |
| **Keeping you informed**  
As a workforce leader and trainer, you benefit from knowing what your colleagues are experiencing and hearing about promising practices | **Bringing you inspiration**  
Let the conversations inspire you to do your work in new ways and re-energize your spirit |

http://www.chcworkforce.org
Poll

Have you participated in PCA HCCN Professional Development Series before?
PCA HCCN Professional Development Series

Sessions

Thursdays from 3:00 – 4:00 pm EDT

• November 5, 2020: Health center workforce TTA needs
• December 10, 2020: Workforce strategic planning
• January 14, 2021: Retention work plans
• February 11, 2021: Recruitment work plans
• March 11, 2021: TTA topic
• April 8, 2021: TTA topic
Today’s agenda

• Understand what you’ll get out of the series
• Health Center Workforce TTA Needs – national perspective
• State and regional TTA needs – activity and breakout groups
• New STAR² Center Resources
84% Percent of respondents reporting that their health center organization will have *workforce* T/TA needs between 2018 and 2020.
### National TTA Needs Assessment

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Recruitment and Retention</td>
<td></td>
</tr>
<tr>
<td>Developing a comprehensive staff retention plan</td>
<td>735</td>
</tr>
<tr>
<td>Developing organizational strategies to reduce clinician burnout</td>
<td>565</td>
</tr>
<tr>
<td>Improving job satisfaction</td>
<td>528</td>
</tr>
<tr>
<td>Developing data-driven approach to understanding and addressing organizational clinical and/or non-clinical staffing needs</td>
<td>472</td>
</tr>
<tr>
<td>Creating equitable and sustainable compensation packages for clinicians</td>
<td>469</td>
</tr>
<tr>
<td>Building effective processes for recruiting clinical staff into an integrated care model</td>
<td>456</td>
</tr>
<tr>
<td>Building effective processes for recruiting non-clinicians (e.g., finance, health IT, administrative staff, outreach staff)</td>
<td>334</td>
</tr>
<tr>
<td>Building effective processes for recruiting enabling services staff into an integrated care model</td>
<td>325</td>
</tr>
<tr>
<td>Building effective processes for recruiting executive level leadership (e.g., Chief Medical Officer, Chief Executive Officer, Chief Financial Officer, Chief Operating Officer, Chief Information Officer, etc.)</td>
<td>306</td>
</tr>
<tr>
<td>Training on identification and analysis of workforce data</td>
<td>281</td>
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STAR² Center TTA requests

Common questions from health centers

• What is a comprehensive workforce recruitment and retention plan?
• How can I get health center leaders to invest in R & R strategies and solutions?
• What can health centers do to prevent burnout?

2020 most accessed resources

• STAR² Center Provider Recruitment and Retention Plan Template
• SHRM Developing Employee Career Paths and Ladders
• STAR² Center Turnover Tool Webinar Series (archived recordings)
Comprehensive Provider R & R plan

Workforce Assessment
- Provider Capacity and Demand
- Appointment Access
- Care Teams and Provider Mix
- Support Staff
- Patient Schedules
- Provider Satisfaction
- Provider Succession Planning

Retention Strategies
- Mission
- Compensation
- Benefits
- Work Schedules
- Career Path

Recruitment Strategies
- Community Recruitment Plans
- Recruitment Team
- Recruitment Team Roles and Responsibilities
- Recruiting Priorities
- Recruitment Budget
- Recruitment Firm
- Advertising
- Strategies for Use of Social Media
- Screening Process
- Visit
- Follow up with Candidates
- Contract Development and Negotiation
- Onboarding
Survey

I am familiar with the components of a comprehensive workforce R & R plan.

I feel comfortable providing technical assistance to health centers needing support in developing their comprehensive workforce R & R plans.
Components of a high functioning health center

- Data-Informed Workforce Plan
- Equitable & Effective Compensation Structure
- Positive Culture Focused on Engagement
- Tested Recruitment & Retention Strategies
- Health Professions Training Program
- Chief Workforce Officer
- High-Functioning Managers
- Policies that Support Diversity & Cultural Respect
Survey

Think back on your TTA requests over the year, which category do they fall in?
Breakout groups
Survey

What TTA requests/needs have come up most over the course of the year?

*Type your name, org, and one or two examples*
Survey

In what area do you feel like you are most successful in providing TTA?

Type your name, org, and one example
Survey

What has been your biggest challenge in addressing the workforce TTA needs in your state/region?
CWO Toolkit

- Core competencies
- Sample job description
- STAR² Center Chats with Workforce Leaders Podcasts

Chief Workforce Officer
- Manages and creates the strategy to design and develop an agile workforce that is responsive to the changing needs in healthcare and the community.
- Develops and drives strategies that are advantageous for the organization, employees, patients, and communities being served.

Workforce/Personnel Strategy
- The plan of action to optimize employee performance and to align the competency of the workforce with the organization’s strategic priorities.
- Requires assessment of the existing workforce to determine the current knowledge, needs, and skill gaps.

Chief Human Resources Officer
- Develops and executes human resource strategies to support overall health center operations.
- Develops the strategic direction of the organization in the areas of succession planning, workforce management, training and development, change management, and compensation.
R² Center self-paced courses

- Advertising and Sourcing Candidates
- Building the Recruitment Team
- Recruitment Budget
- Screening and Interviewing Candidates
- Administrative Strategies for Increasing Retention
- Creating a Robust Compensation Package for Retention
- Developing an Effective Employee Engagement Plan
- Effective Onboarding Strategies
- Using HR Metrics
- Leadership Skills

https://chcworkforce.elearning247.com/
Stay in touch!

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Thank you!

Next Meeting
December 10, 2020, 3:00 pm ET
Workforce strategic planning (train the trainer)