



PCA & HCCN Professional Development Series

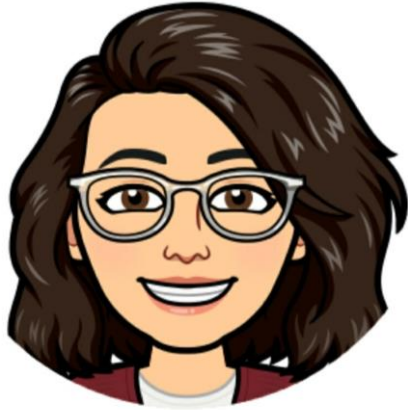
November 5, 2020

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<http://www.chcworkforce.org>

The STAR² Center team



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About the STAR² Center

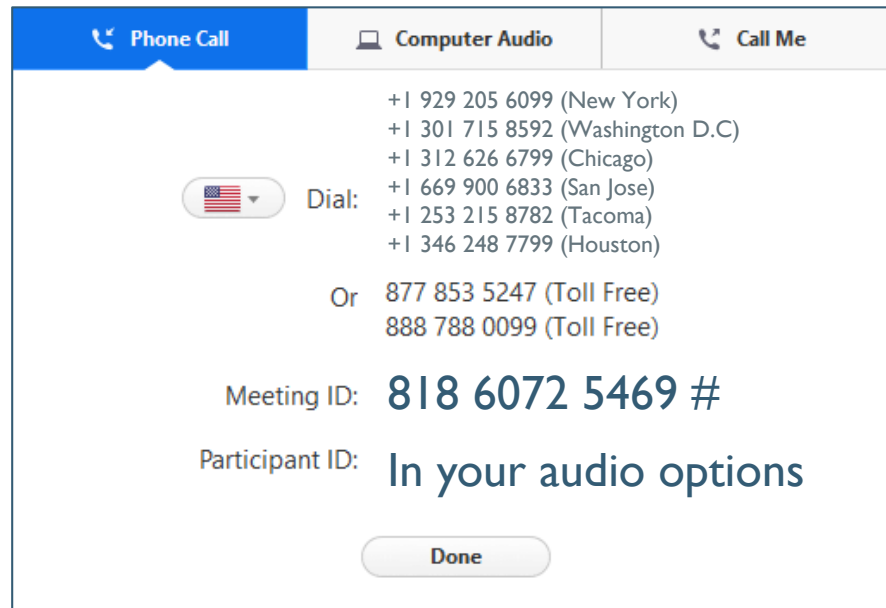
- Established in 2014 as a branch of the Association of Clinicians for the Underserved to support clinical workforce recruitment and retention for health centers
- Supported through a National Cooperative Agreement with the Bureau of Primary Healthcare
- One of 21 National Training and Technical Assistance 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

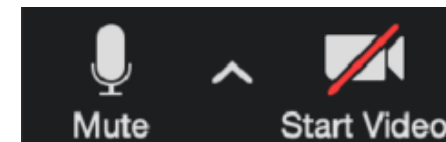
Phone Audio



The screenshot shows the Zoom audio connection interface. At the top, there are three tabs: "Phone Call" (selected), "Computer Audio", and "Call Me". Below the tabs, there are several phone numbers for different locations: +1 929 205 6099 (New York), +1 301 715 8592 (Washington D.C), +1 312 626 6799 (Chicago), +1 669 900 6833 (San Jose), +1 253 215 8782 (Tacoma), and +1 346 248 7799 (Houston). There is a "Dial:" label with a dropdown menu showing the United States flag. Below this, there are two toll-free numbers: 877 853 5247 and 888 788 0099. The "Meeting ID:" is 818 6072 5469 #. The "Participant ID:" is "In your audio options". At the bottom, there is a "Done" button.

Computer Audio

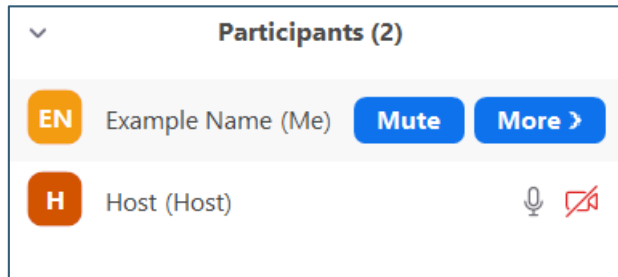
- Select “Computer Audio” in Zoom
 - Mute/Unmute options on screen



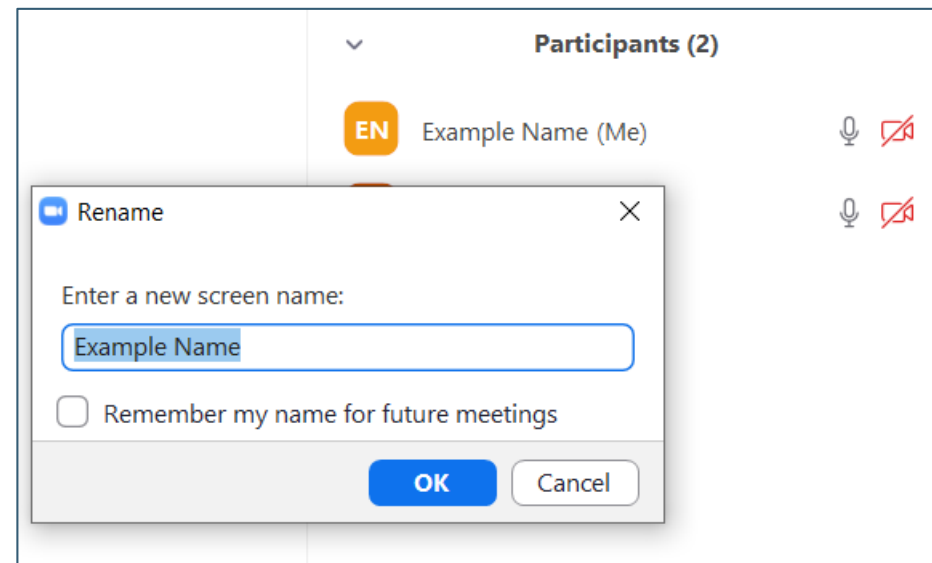
- Unmute microphone in computer settings

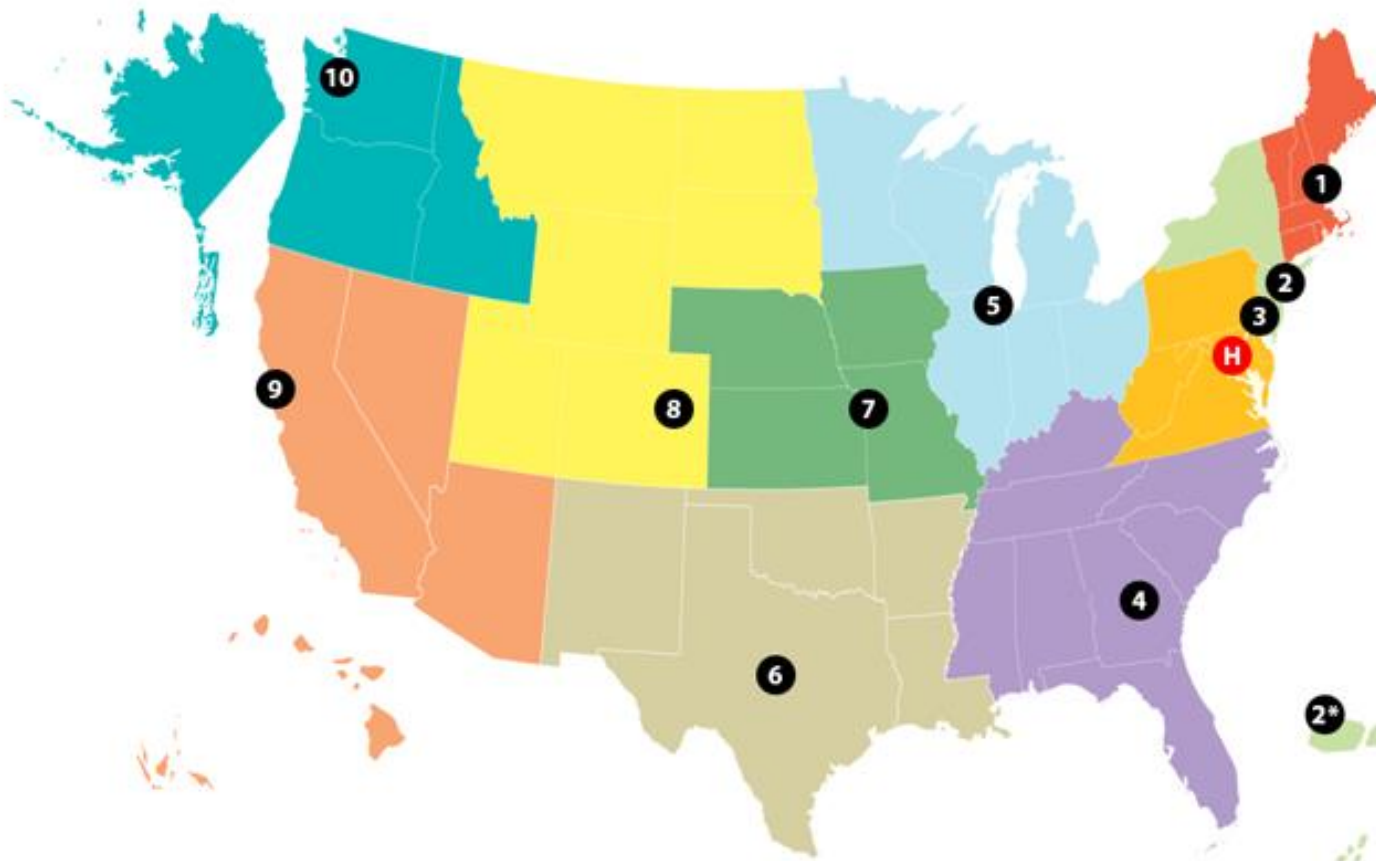
CHANGE YOUR DISPLAY NAME

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



- Enter new screen name





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

PCA HCCN Professional Development Series

Purpose

To provide a space for professional development and collaboration to support your workforce recruitment and retention efforts

How?

Train the trainer sessions

Learn how to present content and use STAR² 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

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

2018 National TTA Needs Assessment



84%

Percent of respondents reporting that their health center organization will have *workforce* T/TA needs between 2018 and 2020.

National TTA Needs Assessment

Recruitment and Retention	735	63.5
Developing a comprehensive staff retention plan	573	49.5
Developing organizational strategies to reduce clinician burnout	565	48.8
Improving job satisfaction	528	45.6
Developing data-driven approach to understanding and addressing organizational clinical and/or non-clinical staffing needs	472	40.8
Creating equitable and sustainable compensation packages for clinicians	469	40.5
Building effective processes for recruiting clinical staff into an integrated care model	456	39.4
Building effective processes for recruiting non-clinicians (e.g., finance, health IT, administrative staff, outreach staff)	334	28.8
Building effective processes for recruiting enabling services staff into an integrated care model	325	28.1
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.)	306	26.4
Training on identification and analysis of workforce data	281	24.3

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

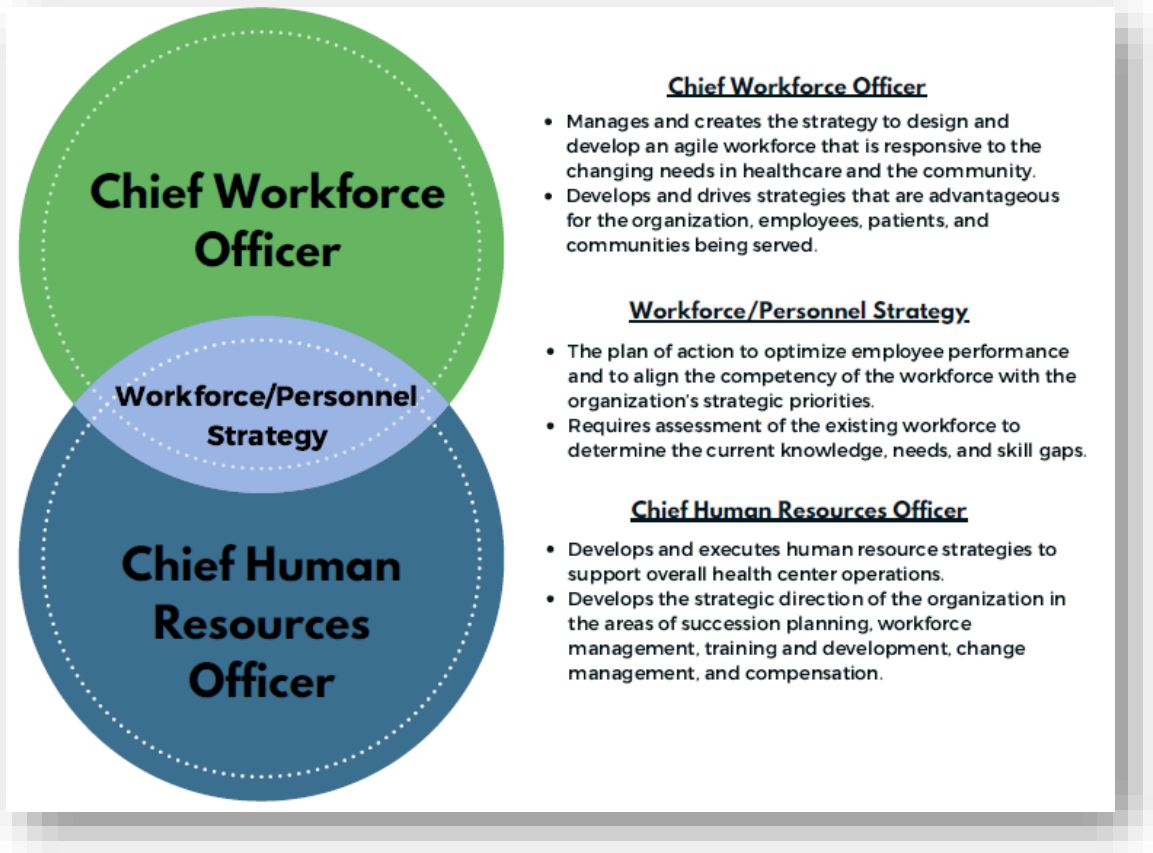
What has been your biggest challenge in addressing the workforce TTA needs in your state/region?



STAR² Center resource

CWO Toolkit

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



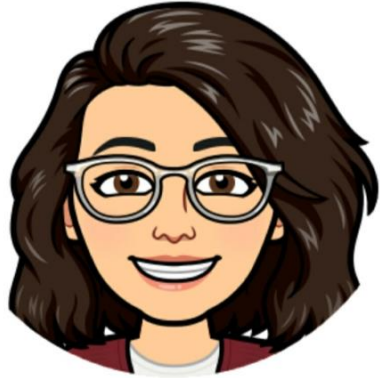


R² Center self-paced courses

- 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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Curriculum Design

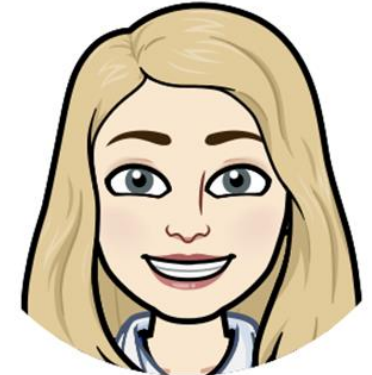
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Thank you!

Next Meeting

December 10, 2020, 3:00 pm ET

Workforce strategic planning (train the trainer)