

ACU's STAR² Center
Workforce Symposium
May 2-3, 2022 in Nashville, TN

Description overview:

As calls to bolster the resilience of the health center workforce grow louder and more frequent, leadership and HR staff must think strategically about how best to deploy their resources and support their staff. Please make plans to join ACU's STAR² Center in Nashville, TN, from May 2-3 at **Going Beyond Buzzwords: Striving for a Thriving Workforce**. This two-day workforce symposium will provide attendees with the opportunity to dig deep into a slate of topics related to promoting resilience and transformations in care to effectively support health center teams.

Target Audience / Participants:

Health center staff including those in human resources, operations and C-Suite as well as PCA workforce staff.

Draft Agenda Outline (Subject to Change):

Monday, May 2nd:

7:30 – 8:30am Breakfast

8:30am – Welcome

9:00 -10:00am **HRSA Updates**

Dr. Suma Nair, BPHC

CAPT. Sheila Pradilla-Williams, BHW

Break

10:15-11:15am Session 1: **Creating Psychological Safety and Conflict Resolution Training for the Workforce**

Cindy Manginelli, Director of Community Engagement at NHCHC

Alex Rohlwing, Training Specialist, ACU

Cindy Manginelli will review key principles for creating a workplace that supports psychological safety. A workplace is not made a safe place by decree, but rather through specific actions to promote a culture of mental health. Cindy will discuss these key steps to help us all make our organizations places of psychological resilience. Alex Rohlwing will then discuss the role common workplace conflicts play in increasing stress, feeding burnout, and reducing psychological safety. Alex will elucidate some actions leadership and staff at all levels can use to help manage conflict and turn it from a detrimental burden into a productive part of the problem-solving process.

11:15-11:45am Session 1 Breakout

12-1pm Lunch

1:00-2:00pm Session 2: **Unravelling Bias and Building Cultural Sensitivity in Day-to-Day Work Culture**
Dr. Courtney J. Pitts, NP, Vanderbilt University School of Nursing

Clinicians, advocates, and members and leadership of health care organizations should be committed to creating and sustaining a work culture that promotes diversity, equity, justice, and inclusion. Such a commitment entails the development of practices that demonstrate each person's understanding of diversity related concepts while simultaneously reflecting their values. During this session, we will engage in educational and experiential activities to examine ourselves and our organization's beliefs

about diversity and inclusivity for staff, clinicians, administration, and patients. In group discussion, participants will be encouraged to share their thoughts and beliefs about diversity, equity, and inclusion. All participants will be encouraged to describe areas of opportunity to enhance inclusion practices within their organizations and their personal actions in the day-to-day work culture. Additionally, participants will discuss strategies for reconciliation in misaligned areas and offer recommendations for improvement.

2:00- 2:30pm Session 2 Breakout

Break

2:45-3:45pm Session 3: **Recruitment and Retention of Medical Assistants and Dental Assistants**

Dr. Mary Blankson, DNP, ARPRN, FNP-C, Chief Nursing Officer, Community Health Center, Inc.

Elena Thomas Faulkner, MA, CEO, National Institute for Medical Assistant Advancement (NIMAA)

Dr. Jessica Williams, DMD, FACD, Dentist, National Network for Oral Health Access (NNOHA)

Dr Jessica Williams will discuss NNOHA's current work on addressing the dental assistant shortage in community health centers—including preliminary findings on reasons for turnover in this profession—and recommendations for DA recruitment and retention based on these findings. Dr Mary Blankson and Elena Thomas Faulkner will then discuss their work and experience with Community Health Center, Inc and the National Institute for Medical Assistant Advancement (NIMAA) in reducing turnover among medical assistants, as well as creating pathways to encourage engagement in the MA career option. Their discussion will cover how to leverage education partnerships in MA recruitment, identifying characteristics of MA training that support team-based primary care and MA retention, and how to build a career ladder for MAs.

3:45pm-4:15pm Session 3 Breakout

4:15pm-4:45pm **Workforce Advocacy Updates**

Amanda Pears Kelly, Executive Director, ACU

Tuesday, May 3rd:

9:00-10:00am Session 4: **Marketing and Social Media for Branding and Elevation**

Rick Brown, Associate Director of Communications and Membership, ACU

Jennifer Dix, Communications & Membership Coordinator, ACU

If your organization isn't proactively marketing itself and incorporating best practices in branding, you could be missing countless opportunities to tell the story of your institution to reach potential staff and patients alike. This presentation will introduce you to best practices for health centers and other organizations to help you build or improve your marketing and social media communications—from general practices to specific tips for job postings and recruitment. Learn how to highlight your initiatives to a broader constituency, showcase stories of change for recruitment and development, and incorporate patient and provider voices with this workshop's practical strategies for marketing and social media.

10:00-10:30am Session 4 Breakout

Break

10:45-11:45am Session 5: **Building Resiliency Among the Workforce**
Liam Spurgeon, Senior Project Manager of Communications and Engagement, Health Outreach Partners (HOP)

11:45-12:15pm Session 5 Breakout

12:15-1:15pm Lunch

1:15pm-2:15pm Session 6: **Conducting and Responding to Staff Satisfaction Surveys**
Suzanne Speer, Senior Director of Workforce Development, ACU
Helen Rhea Vernier, Training Specialist, ACU
Luke Ertle, Program Director, ACU

Now more than ever, it is vital for health centers to gauge the satisfaction of their workforce. Information gathered in these surveys can support health centers in making adjustments or changes to policies and procedures, which may assist in employee retention. While some organizations are currently conducting staff satisfaction surveys, many could use support to get started or improve their process. This session will focus on the steps involved in conducting staff satisfaction surveys, types of questions to ask and best practices for responding to staff satisfaction surveys once they have been conducted.

2:15pm-2:45pm Session 6 Breakout

Break

3:00pm – 3:45pm **Feature: ACU Centers of Excellence**
Rick Brown, Associate Director of Communications and Membership, ACU

3:45pm-4:15pm **Closing Session / Facilitated Discussion and Q&A**