



NORTHCOUNTRY
— INITIATIVE —

WORKFORCE WHITE BOARD

NYS PPS WORKFORCE MEETING

JUNE 21, 2016

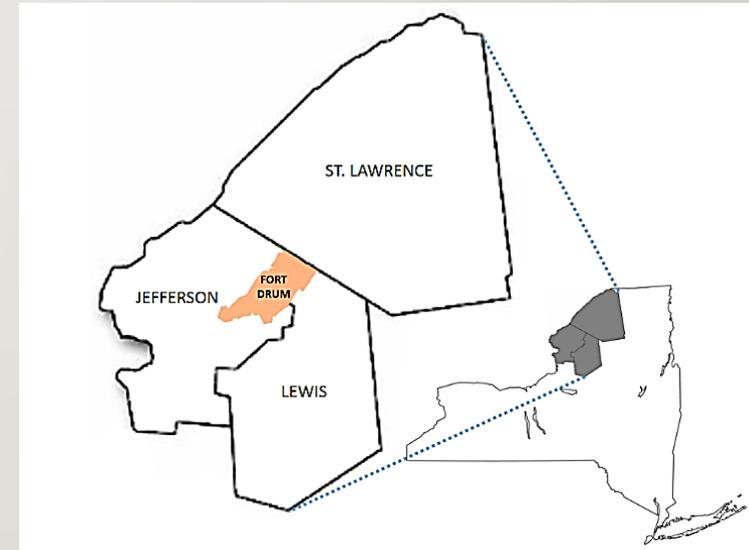
AND THE THEME IS...

COLLABORATIONS FOR CREATING A PRIZED WORKFORCE

- Regional Snapshot & Organizational Overview
- Career Exploration
- Post-Secondary Partnerships
- Employer Connections & Placement

REGIONAL SNAPSHOT

- The rural counties of Jefferson, Lewis, and St. Lawrence Counties in NY
- Total population (2012 estimate) = 259,718
- Community healthcare system supports Fort Drum Army Installation (40,000 TRICARE® beneficiaries)
 - Only US Installation, with a Division of Soldiers and families, without a hospital on base



ESTABLISH A GUIDING COALITION

REGIONAL FACILITATORS... FDRHPO

- **Mission**

To strengthen healthcare for Fort Drum Soldiers, their families, and the surrounding civilian community by analyzing the healthcare system, identifying gaps and leveraging resources to fill those gaps through regional partnerships.

- **Vision**

A strong North Country healthcare system

- **Values**

Integrity, Quality, Collaboration, Passion, Trust



A COLLABORATIVE MODEL OF DELIVERING CARE

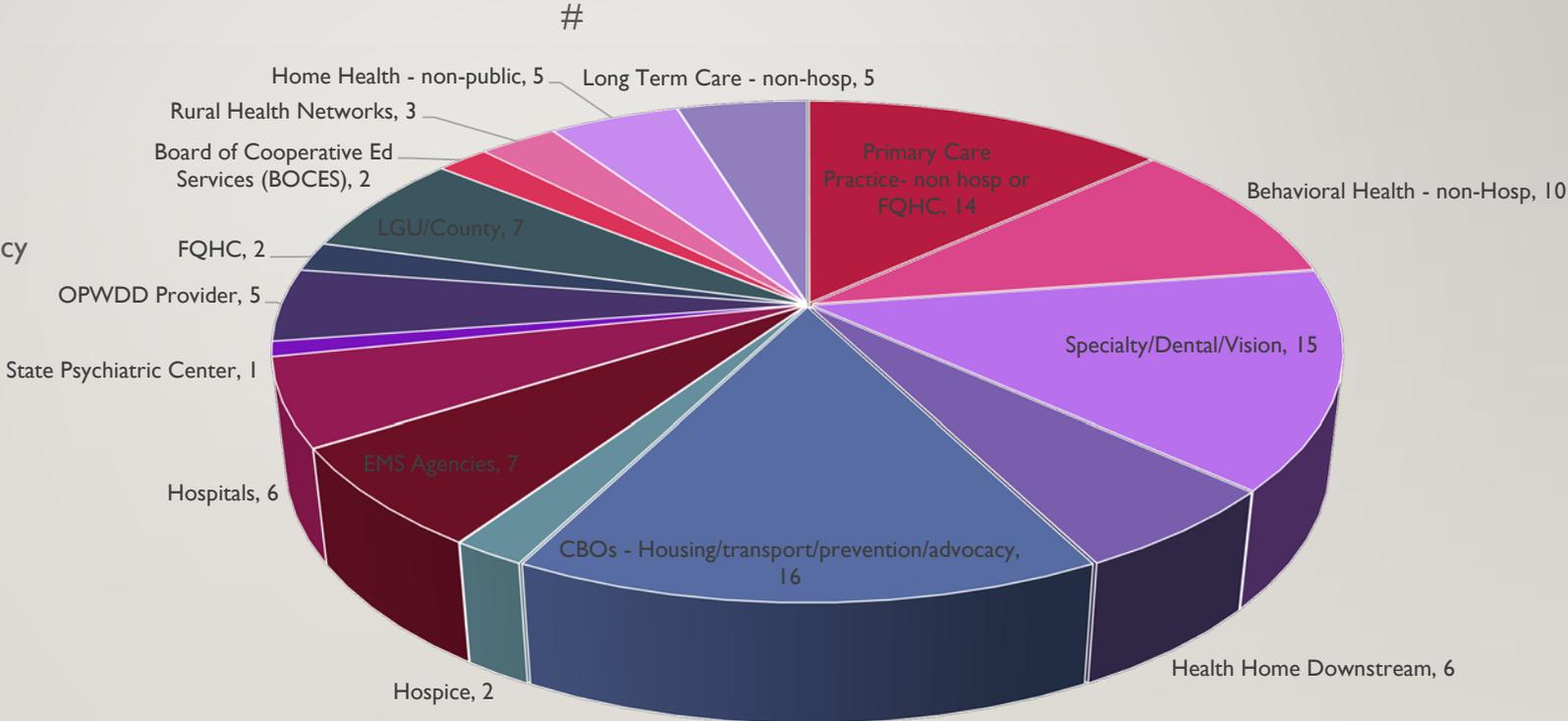


**FORT DRUM
REGIONAL HEALTH
PLANNING
ORGANIZATION**
(Rural Health Network
& PHIP Contractor)



NCI PARTNERS (92 TOTAL)

- Primary Care Practice- non hosp or FQHC
- Behavioral Health - non-Hosp
- Specialty/Dental/Vision
- Health Home Downstream
- CBOs - Housing/transport/prevention/advocacy
- Hospice
- EMS Agencies
- Hospitals
- State Psychiatric Center
- OPWDD Provider
- FQHC
- LGU/County
- Board of Cooperative Ed Services (BOCES)
- Rural Health Networks
- Home Health - non-public
- Long Term Care - non-hosp



WHAT DO WE KNOW?

	Jefferson	Lewis	St. Lawrence	NYS
Primary Care Physicians	39.0	59.1	54.6	82.2
General/Family Practice	17.8	44.3	23.3	18.5
Internal Medicine	11.9	7.4	22.4	41.7
Pediatricians	33.5	27.8	34.5	88.7
Obstetricians/Gynecologists	15.6	22.4	21.8	25.6
General Surgeons	6.8	7.4	9.8	9.9
Psychiatrists	4.2	0.0	13.4	17.8
Dentists	60.2	18.5	34.8	72.4

N.B. All rates are per 100,000 population

Rates below NY State average are highlighted in red

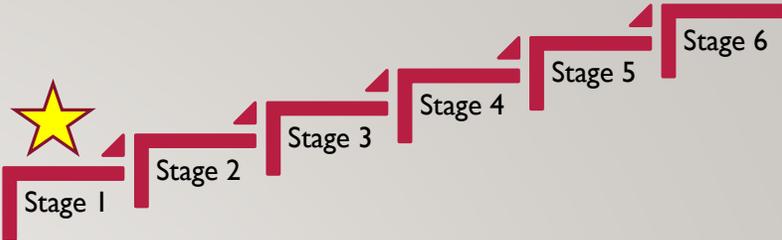


- Health Professional Shortage Area
- Rural Community
- Research... recruitment & retention

A LONG-TERM STRATEGY



MEET JASON...



Medical Academy of Sciences and Health

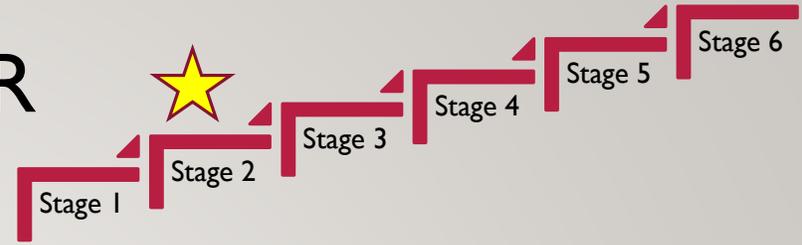
4 Hospitals & JCC
(5 summer camps & 3 winter camps)
Mini EMS MASH Camp
Total: over 150 students



Classroom Presentations
(18 schools)



JASON EXPLORES FURTHER



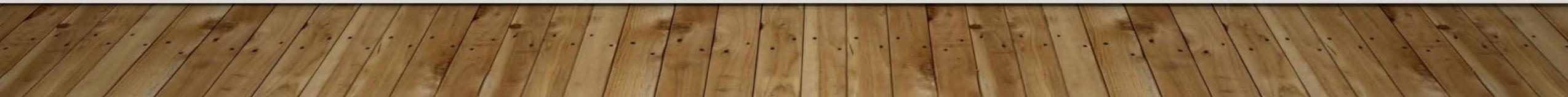
Job Shadow & Case Management (116)



Medical Careers
New Vision
CNA
LPN

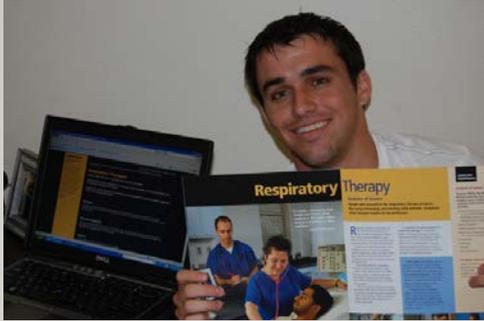
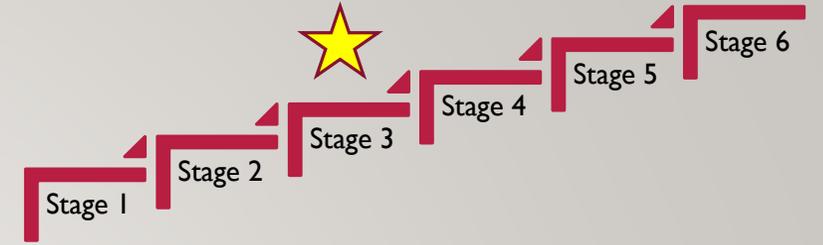


Job Skills Training (100+)





JASON FURTHER DEFINES HIS INTERESTS



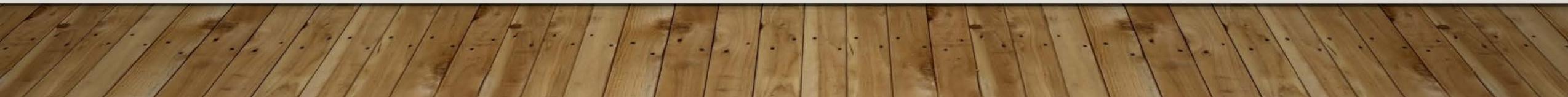
Post-Secondary Shadow (61)
Clinical Training & Travel (114)
Housing Allotment Program (87)



Education & Training



Medical Networking Events





COLLABORATING TO HELP MEET THE COMMUNITY NEED, A WIN-WIN

- Bryant & Stratton College: Health Services Administration, B.S.
- Greater Rochester Collaborative: Master's of Social Work
- Keuka College: Nursing, B.S. & Social Work, B.S.
- SUNY Upstate: Family Nurse Practitioner, M.S. & Family Psychiatric Mental Health Nurse Practitioner, M.S.

Past Programs: Respiratory Therapy, B.S. & Medical Technology, B.S.

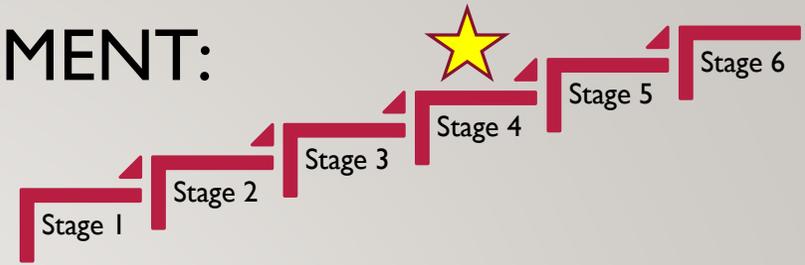
Healthcare related Non-credit, Certificate & Associate Programs also offered through JCC (i.e. Care Coordination, HIT, RN (traditional & weekend), Paramedic, Phlebotomy, Pharmacy Technician, Billing & Coding, etc.)

Jefferson Higher Education Center Partner Institutions & Degree Programs

JHEC Office: 315.786.2265 or Whitney Cockrill: 315.786.6585 Email: wcockrill@sunyjefferson.edu

SUNY Brockport & Nazareth College	Bryant & Stratton College	SUNY Cobleskill	SUNY Empire State College
<p>The Greater Rochester Collaborative Master of Social Work (GRC MSW) Program</p> <p>Contact:</p> <p>Prof. Virginia David, LMSW Director of GRC MSW Program 585.389.2751, v david4@naz.edu</p> <p>Brad Snyder, MPA Coordinator of Admissions, Registration & Student Services 585.395.8452, bsnyder@brockport.edu</p> <p>www.brockport.edu/grcmsw/</p> <p>www.031.5801/health-social-human-services/social-work/graduate-program</p>	<p>Health Services Administration, B.S.</p> <p>Contact:</p> <p>Christine Rabice Liverpool: 315.452.4500 crabice@bryantstratton.edu</p> <p>www.bryantstratton.edu</p>	<p>Early Childhood Studies: Birth-Age 5, B.S.</p> <p>Culinary Arts Management B.B.A.</p> <p>Contact:</p> <p>Melissa Struckle 518.255.5528, struckma@cobleskill.edu</p> <p>www.cobleskill.edu</p>	<p>Degrees (BA, BS, BPS) in 12 areas of study Sample concentrations include: Accounting/Finance Computer & Information Systems Cultural Studies Emergency Management Psychology</p> <p>Contact:</p> <p>Heather Gaebel Secretary 315.786.6541, Heather.Gaebel@esc.edu</p> <p>Heather Howard New Student Recruitment 315.460.3144, heather.howard@esc.edu</p> <p>www.esc.edu</p>
SUNY Oswego	Keuka College	SUNY Potsdam	SUNY Upstate Medical University
<p>Educational Administration C.A.S.</p> <p>Contact:</p> <p>Angela Perrallo Chair of Educational Administration Dept. 315.312.2500, angela.perrallo@oswego.edu</p> <p>www.oswego.edu</p>	<p>Nursing, B.S. Criminal Justice Systems, B.S. Social Work, B.S.</p> <p>Contact:</p> <p>Cara Rainer 315.694.8151, crainer@keuka.edu</p> <p>Toll Free: 1.866.255.3852</p> <p>www.keuka.edu/osap</p>	<p>Business Administration, A.S./B.S. (Jointly Registered)</p> <p>Information & Communication Technology w/concentration in Organizational Leadership, M.S. Ed</p> <p>Curriculum & Instruction, M.S.Ed</p> <p>Literacy Specialist, M.S. Ed.</p> <p>Literacy Educator, M.S. Ed.</p> <p>Childhood Education, M.S.T.</p> <p>Certificate of Advanced Study in Inclusive & Special Education, C.A.S.</p> <p>Contact:</p> <p>Kathleen Morris Director of Watertown Extension Program JHEC: 315.786.2373 morriska@potsdam.edu</p> <p>www.potsdam.edu/academics/watertown/</p>	<p>Family Nurse Practitioner, M.S. Family Psychiatric Mental Health Nurse Practitioner, M.S.</p> <p>Contact:</p> <p>Jodie Brown 315.464.5540 Brown.Jod@upstate.edu</p> <p>315.464.4570, admisfa@upstate.edu</p> <p>www.upstate.edu</p>
<p>JEFFERSON HIGHER EDUCATION CENTER</p> <p>www.sunyjefferson.edu/jhec</p>			

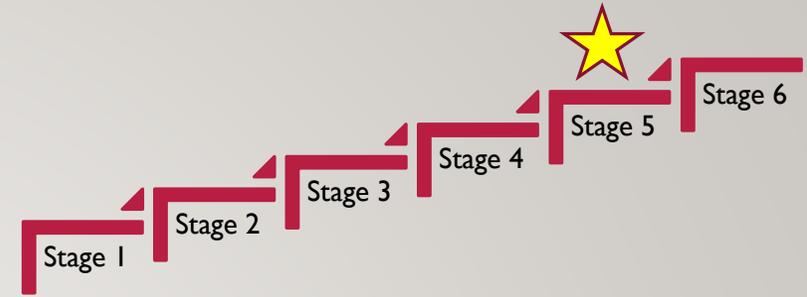
EMPLOYER CONNECTIONS & PLACEMENT: RETURN ON INVESTMENT



- Resume Forwarding
- “Healthcare Speed Dating”
- Career Fairs/Outreach Events
- Spousal Employment
- Licensure Reciprocity



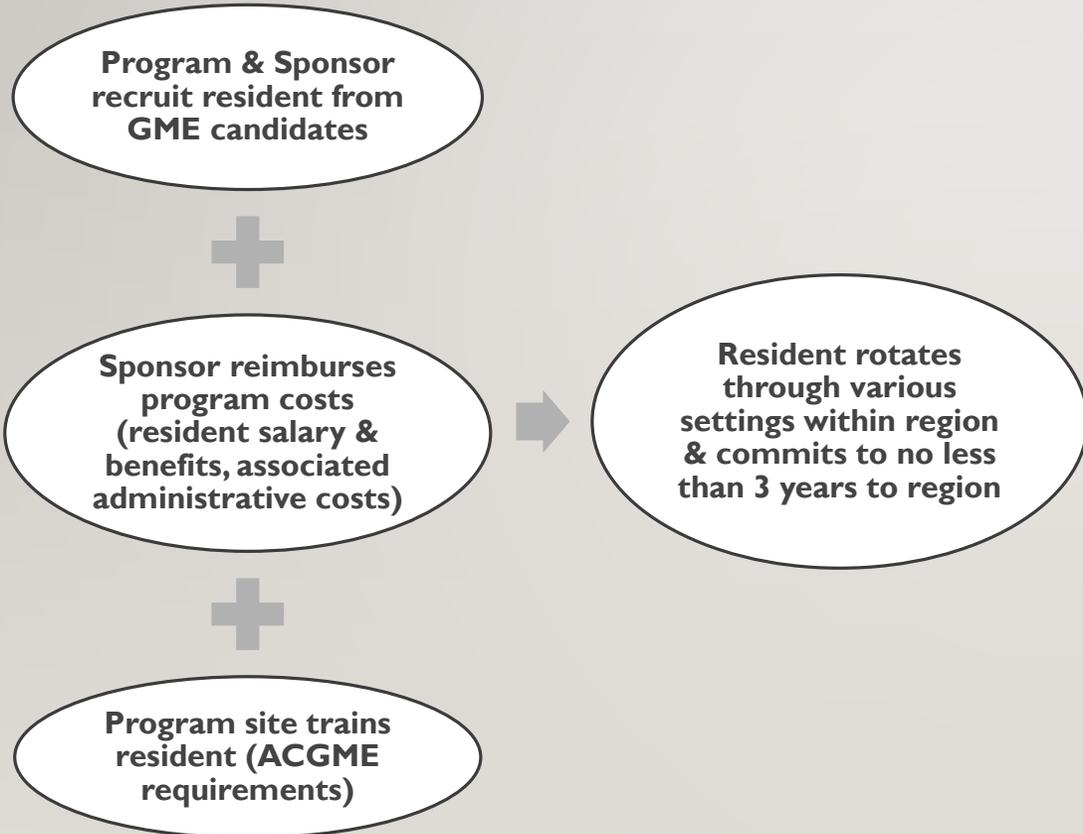
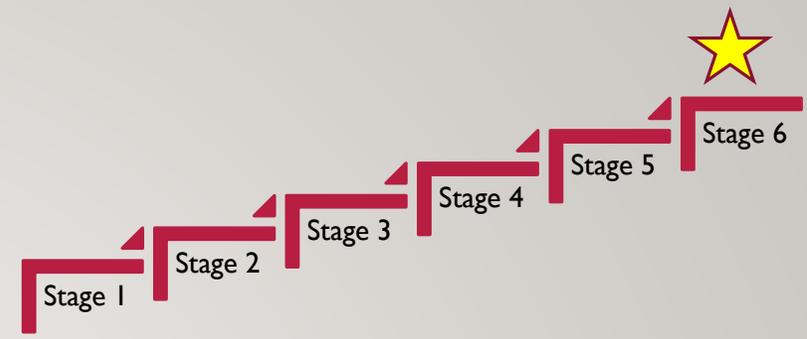
RECRUITMENT INCENTIVES



- Alignment with statewide initiatives (i.e. Doctors Across NY, National Health Service Corps, Nurse Corps, Health Workforce Retraining Initiatives, etc.)
- NCI Provider Incentive Program
 - DY1: \$1.4M (13 awards: 3 PCP, 2 PA, 4 NP, 2 Dentists, 1 Psychiatrist, 1 Psychologist)
 - DY2: \$1.5M (10 awards: 7 PCP, 1 PA, 1 Psychiatrist, 1 Psychologist)
- Potential Opportunities
 - Supporting Certified Diabetes Educators
 - LMSW → LCSW and LCSW → LCSW-R

Success Story:
Job Shadow Student
came back to region as
PCP!

REGIONAL GRADUATE MEDICAL EDUCATION EXPANSION



- ❖ Local institution accredited by the Council for Graduate Medical Education (ACGME)
- ❖ Attractive to physicians coming into the area (instruction, comradery with other physicians, engagement)
- ❖ Win-Win for Providers, Residents and Community

LESSONS LEARNED



Don't forget,
Jason Halgerson
said RELAX...!

- ✓ **Healthcare is not for everyone!**
- ✓ **Recruiting from a rural region (growing your own) generally results in better retention rates**
- ✓ **Not everything needs to be sustained... consistent monitoring & evaluation is critical**
- ✓ **Data driven outcomes are helpful but can sometimes be difficult to track**
- ✓ **Collaboration with higher education partners results in reduced overhead costs, improved student completion rates and decreased regional vacancy rates**
- ✓ **Building & maintaining a relationship with participants in the pipeline is essential**
- ✓ **It's okay to be innovative... perfection can be the enemy of the good**
- ✓ **Celebrate short-term wins**
- ✓ **Building a pipeline takes time but the fruits of your labor will be plentiful!**

“PARTICIPANT ENGAGEMENT”... THE MILLION DOLLAR QUESTION

What became of Jason?



MARCHING FORWARD WITH FACT-BASED OPTIMISM!

(Did you know there is an Achievement Value for this?)



- **Embracing this exciting opportunity... a culture of possibilities!**
- **Communication & Engagement**
- **Believing in what must be achieved**

Disclaimer... I stole his idea!



WHO HAS THE FIRST QUESTION?



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