

“AHEC of a Good Idea!” Working Together

2014 Governor’s Workforce & Human Resource
Conference

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‘What are your greatest workforce challenges?’

- Medicare Part D, Reimbursement Rates, Insurance Companies
- Attracting professionals to rural communities
- Dealing with morale related to workforce
- Getting enough students to fill the current needs.
- Training & retaining qualified, talented employees
- Finding motivated candidates with management aptitude
- In a rural community finding coverage for vacations and sick leave
- Recruitment of workers in and out of state



ND Healthcare Workforce

- Health care, behind state government, is the #2 employer in ND
- Aging workforce population
- ND is #1 in fastest growing population
- 90-95% of rural emergency personnel in ND are volunteers
- Ambulance response time has increased 30-60 minutes in some areas of ND
- The Affordable Care Act will impact ND with 70,000-90,000 uninsured “new” patients



Healthcare Delivery Challenges in North Dakota

- Mal-distribution of providers
- Elderly rural population
- Geriatric care in general
- Mental and behavioral health
- Rural Emergency Medical Services
- Dental/oral health
- Itinerant workers/trauma care



North Dakota Healthcare Professions

Of the top 60 Hot Jobs in North Dakota, 10 of those jobs are in the Healthcare field.

Physician Assistant	Dental Hygienist
Registered Nurse	Physical Therapist
Pharmacist	Medical and Health Service Managers
Nursing Instructors	Medical and Clinical Laboratory Technologists
Respiratory Therapists	Radiologic Technologists and Technicians

- Growth openings in the next 6 years, in these jobs average between 50-75 positions, with Dental Hygienist (132) and Registered Nurses (1384).
- The #1 ranked career in North Dakota based on growth over the next 6 years will be Registered Nurse.

Source: Job Search North Dakota 2006-2016 Projections, North Dakota Employment Projections



North Dakota Health Professional Shortage Areas

Legend:

- Proposed for Withdrawal
- Designated HPSAs
- Designated Facility HPSAs
- HPS Facility automatically designated
- CHC automatically designated
- RHC Requested automatic designation

UND Division of Health Sciences
UNIVERSITY OF NORTH DAKOTA

NORTH DAKOTA
Department of Health



Community Impact

- Only about 10% of the physicians practice in rural America despite the fact that nearly ¼ of the population lives in rural areas
- Quality rural health services in rural communities are needed to attract business and industry
- On average, 14% of the total employment in rural communities is attributed to the health sector

Reference: ruralmedicaleducation.org



Average To Near Average Growth

Career	2010 Estimated Employment	2020 Projected Employment	Growth Openings	Replacement Openings
Pharmacists	848	1003	155	216
Anesthesiologists	51	59	8	10
Surgeons	118	136	18	23
Physicians Assistants	236	270	34	35
Registered Nurses	7137	8699	1562	1282
Occupational Therapists	365	439	74	69
Physical Therapists	566	693	127	66
Dental Hygienist	598	712	114	120
Physical Therapists Aides	150	175	25	23
Pharmacy Technicians	675	825	150	117

Below Average Growth

Career	2010 Estimated Employment	2020 Projected Employment	Growth Openings	Replacement Openings
Dentists	237	253	16	70
Dietitians	234	266	32	82
Family/General Practice Physicians	237	269	32	47
Medical Laboratory Technicians	591	638	47	115
Medical Laboratory Technologists	516	552	37	100
Licensed Practical Nurses	3368	3799	431	898
Nursing Aides	6736	7498	762	869
Dental Assistants	576	649	73	121

Community Impact

- One primary care physician in a rural community
 - Creates 23 jobs annually
 - Generates \$1.0 million in wages, salaries and benefits
 - Generates approximately \$1.8 million in annual total revenue
- The total economic impact of a typical critical access hospital is 195 employees and \$8.4 million in payroll

Reference: National Center for Rural Health Works



Fastest Growth in Health Care Positions

North Dakota	Nationally
<ol style="list-style-type: none"> 1. Personal Care Aide 2. Occupational Therapy Assistant 3. Physician Assistant 4. Surgical Technologists 5. Veterinary Technologies and Technicians 6. Nurse Practitioners 7. Marriage and Family Therapies 8. Medical Secretaries 9. Physical Therapy Assistant 10. Physical Therapist 11. Physical Therapy Aide 12. Medical and Clinical Laboratory Technicians 13. Home Health Aides 14. Mental Health Counselors 	<ol style="list-style-type: none"> 1. Personal Care Aide 2. Home Health Aide 3. Diagnostic Medical Sonographer 4. Occupational Therapy Assistant 5. Physical Therapy Aide 6. Physical Therapy Assistant 7. Genetic Counselors 8. Physician Assistant 9. Physical Therapist 10. Occupational Therapist



Exceptional Growth

Career	2010 Estimated Employment	2020 Projected Employment	Growth Openings	Replacement Openings
Veterinary Technicians/Technologist	190	280	90	33
Home Health Aides	2041	2840	799	263

High Growth

Career	2010 Estimated Employment	2020 Projected Employment	Growth Openings	Replacement Openings
Respiratory Therapists	211	279	68	40
Exercise Physiologists	23	30	53	86
Veterinarians	130	169	39	26
Audiologists	29	36	7	2
Cardiovascular Technicians/Technologists	69	88	19	11
Radiologic Technicians/Technologist	598	749	151	93
Emergency Medical Technician/Paramedic	634	789	155	127
Athletic Trainers	57	70	13	20
Occupational Therapy Assistants	90	115	25	14
Physical Therapy Assistants	101	125	24	16



Replacement Health Care Occupations

North Dakota	Nationally
<ol style="list-style-type: none"> 1. Registered Nurses 2. Nursing Assistants 3. Licensed Practical Nurse 	<ol style="list-style-type: none"> 1. Registered Nurse 2. Nursing Assistant 3. Licensed Practical Nurse 4. Home Health Aide 5. Personal Care Aide



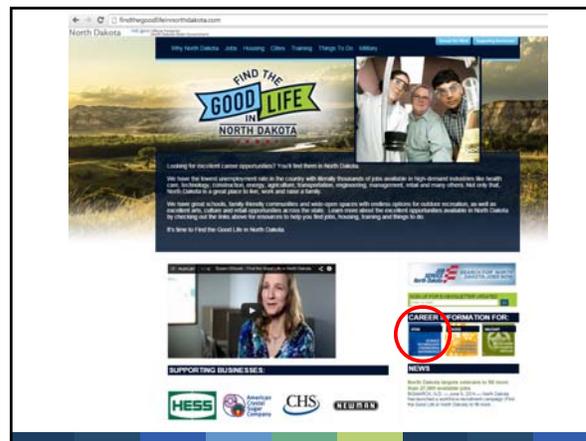
Most Job Openings in Health Care

North Dakota

1. Registered Nurse
2. Nursing Assistant
3. Licensed Practical Nurse
4. Personal Care Aide
5. Home Health Aide

Nationally

1. Registered Nurse
2. Personal Care Aide
3. Nursing Assistant
4. Home Health Aide
5. Licensed Practical Nurse



Data Sources

- North Dakota Nursing Needs Study: 10 year longitudinal study of nursing education, supply and demand
- North Dakota Board of Nursing Annual Reports and Licensure Data
- Job Service ND job opening and demand projections
- US Census Bureau Population Counts and US Bureau of Labor Statistics Labor Market Information
- ACT Test Data



Healthcare Workforce Recruitment and Retention: *The Center for Rural Health's Role*

Stacy Kusler, ND Workforce Specialist

Find The Good Life in North Dakota

- Open Positions in ND - 26,500
- Available workers in ND - 10,000
- Fastest Growth, Most Job Openings, and Replacement Openings will create a challenge for recruitment with out of state employee prospects
- Collaborating with Find the Good Life in ND to recruit health care workers out of state to fill positions in ND

Center for Rural Health

- Established in 1980, at The University of North Dakota (UND) School of Medicine and Health Sciences in Grand Forks, ND
 - One of the country's most experienced state rural health offices
 - UND Center of Excellence in Research, Scholarship, and Creative Activity
 - Home to seven national programs
 - Recipient of the UND Award for Departmental Excellence in Research
- Focus on**
- Educating and Informing
 - Policy
 - Research and Evaluation
 - Working with Communities
 - American Indians
 - Health Workforce
 - Hospitals and Facilities

ruralhealth.und.edu

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Center for Rural Health



Workforce Specialist

- Partially funded through AHEC
- Partially funded through state appropriated \$
- Housed in the UND SMHS
- Part of the Center for Rural Health team

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Center for Rural Health



Estimated cost of recruiting:

	Physician	PA/NP
Internal staff time (350 hours)	\$ 9,400	\$ 7,000
Sourcing/Advertising/Marketing	\$13,000	\$ 5,000
Candidate Interview Costs	\$ 8,300	\$ 2,200
Legal Fees (11 Waiver)	\$ 4,000	
Relocation	\$ 8,750	\$ 5,000
Credentialing/Insurance	\$ 5,000	\$ 1,000
Signing Bonus/Retention	\$25,000	
Total	\$73,450	\$20,200

Source: NAS insights, Physician Recruiting Report 2008 (updated 2012) 22

Center for Rural Health



Workforce Specialist

- National member for www.3RNet.org
- Connect job seekers with employers
- Provide TA to CAH's and other healthcare facilities with recruitment and retention strategies and practices
- Cost effective (FREE) way for facilities to recruit

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Center for Rural Health



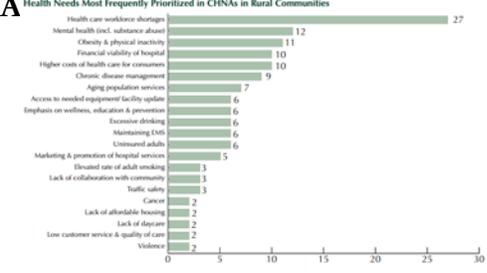
Recruitment: Where can we help?

- Candidate Sourcing
 - 465 ND 3RNet candidate referrals July-Sept 2014
 - 510 active ND 3Rnet candidates in past 12 mo.
 - 17 ND placements via 3RNet May 2012-September 2014
 - 8 FNP's
 - 6 MD's
 - 2 PA's
 - 1 Assistant Administrator

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HEALTHCARE WORKFORCE SHORTAGE IS A TOP CONCERN

A Health Needs Most Frequently Prioritized in CHNAs in Rural Communities



Health Need	Count
Health care workforce shortages	27
Mental health (incl. substance abuse)	12
Obesity & physical inactivity	11
Financial stability of hospital	10
Higher costs of health care for consumers	10
Chronic disease management	9
Aging population services	7
Access to needed equipment/facility updates	6
Emphasis on wellness, education & prevention	6
Excessive drinking	6
Maternal/child health	6
Uninsured adults	6
Marketing & promotion of hospital services	5
Elevated rate of adult smoking	3
Lack of collaboration with community	3
Traffic safety	3
Cancer	2
Lack of affordable housing	2
Lack of day care	2
Low customer service & quality of care	2
Violence	2

<http://ruralhealth.und.edu/projects/community-health-needs-assessment/pdf/0114-north-dakota-significant-health-needs-fact-sheet.pdf>

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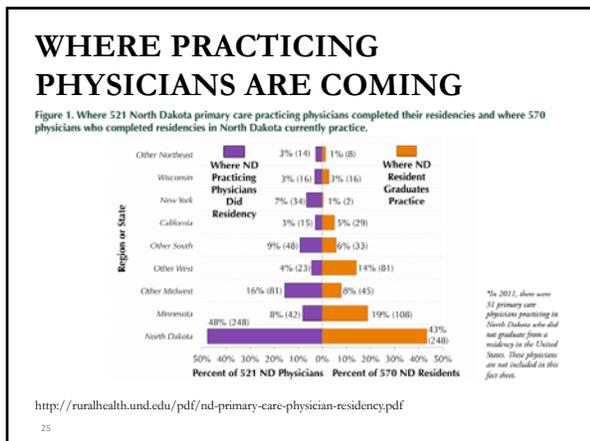
Center for Rural Health



Recruitment: Where can we help?

- Finding more candidates
 - MD, FNP, PA, RN, PT, OT programs at UND
 - State, regional, and national recruitment events/job fairs
 - Stay connected with UND SMHS grads who are completing residency out of state
 - Constant connection to UND Medical Students
 - Email, care packages, phone calls
 - UND Alumni- will they come back?

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Retention

- Loan Repayment Programs
- Technical assistance to rural communities in developing and implementing best retention practices
- Community Apgar Questionnaire
- Ongoing support and follow up

Recruitment: Where can we help?

- J-1 Waiver Program
 - 30 openings per state per year
 - Underutilized every year in ND
 - 231 active J-1 candidates on 3RNet in past 12 mo.
- PCO is located at UND SMHS

Overview

- Extension of rural healthcare facilities recruitment teams.
- CRH research, funding opportunities, and direct assistance provide help and assistance to rural healthcare facilities
- Communities and their citizens benefit (economic and health impacts)

Recruitment: Where can we help?

- Job Postings via 3RNet
 - FREE!
 - 46 new ND positions posted on 3RNet in past 12 mo.
 - Technical assistance provided to employers
 - Phone screenings done by CRH to ease recruitment process

Contact us for more information!

501 North Columbia Road, Stop 9037
 Grand Forks, North Dakota 58202-9037

701.777.3848 • ruralhealth.und.edu



North Dakota AHEC

The **North Dakota Area Health Education Center (AHEC)** works to enhance access to quality primary care and public health in rural and underserved areas, by improving the supply and distribution of health care professionals through community and academic partnerships.

“Connecting students to careers, professionals to communities, and communities to better health.”



ND AHEC Key Partners

- Federal Health Resources and Services Administration (HRSA)
- University of North Dakota School of Medicine and Health Sciences; Center for Rural Health and College of Nursing and Professional Disciplines
- Mayville State University
- ND Department of Commerce
- Otto Bremer Foundation




ND AHEC Program Structure

AHEC State Program Office
UND – School of Medicine and Health Sciences - Center for Rural Health

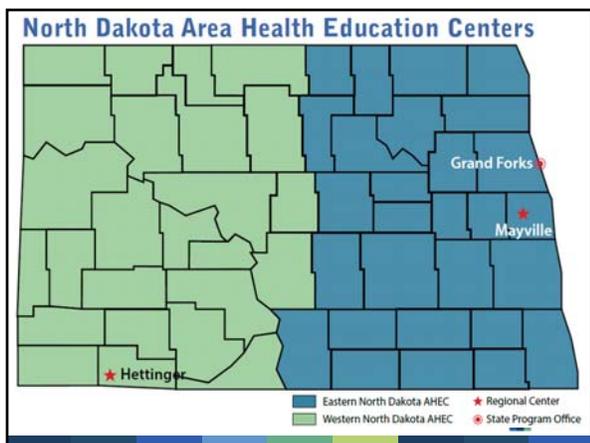
Two Regional Centers

- Eastern ND AHEC
 - Established 2008
 - Mayville
 - Serves 28 counties; 381,377 people over 33,099 sq. miles
- Western ND AHEC
 - Established 2010
 - Hettinger/Beulah
 - Serves 25 counties; 291,214 over 37,600 sq. miles



Why AHEC?

- 91% of North Dakota counties have less than the national average of physicians to population;
- 47% of North Dakota counties have less than the national average of primary care providers to population;
- There will an estimated shortage of 300 rural family practice physicians by 2020;
- 32% of North Dakota counties have fewer nurses than the national average;
- 50% of rural nurses will retire in the next 5 years; and
- 47 of 53 North Dakota counties are designated as Mental Health Professional Shortage Areas.

North Dakota Area Health Education Center

“Connecting students to health careers...”

- Health Career Fairs
 - Marketplace for Kids
 - Site visits to schools
 - In-kind collaboration
- Working with educational programs
 - Career and Technical Education
 - Scrubs Camp and Academy
 - Counselors Corner
 - Succeed 2020
- Talking to parents
 - Crash Course
- Online resources
 - ndahec.org
- HOSA




Connecting students to careers, professionals to communities, communities to better health

In-A-Box Program

- **Hands-on curricula ready for your classroom!**
- The In-A-Box program provides up-to-date health and science activities to students in grades 4-12, to inspire them about the possibilities of a career in health care.
- In-A-Box allows students to explore aspects of scientific careers, the body, and the environment through these self-contained "Exploration in Science and Health" kits.
- Boxes are available for loan to North Dakota educators and health facilities and for special programs (Scrubs Camps, career fairs, etc.).

- Bones & Muscles In-a-Box
- Brain In-a-Box
- Ear In-a-Box
- Eyes In-a-Box
- Guts In-a-Box





R-COOL-Health Scrubs Camp

- A one day event in your local community
- Open to rural ND students in grades 5—12.
- Goal is to provide students with hands on activities relating to a variety of health care fields
- Presenters are health care professionals.
- Three local partners
 - Education
 - Health Care
 - Economic Development




Marketplace for Kids

Events

Northwood
Devils Lake
Moorhead
Wahpeton
Bismarck



Jamestown
Minot
Bottineau
Dickinson

Hands on activities that reached over 900, 4th – 6th graders



R-COOL-Health Scrubs Academy

- A three – four day camp held on UND campus, Grand Forks and Bismarck;
- Open to all ND students who have completed sixth through eleventh grades;
- Goal is to provide students with hands on activities and academic requirements for a variety of health care fields;
- Presenters are local health professionals and students in health care programs; and
- Students receive CPR and HIPPA Certification.



Crash Course

for parents students and educators!



Crash Course

- Parents and students grades 7-12
- An evening event to assist kids in preparing for college
- RUReadyND.com
- Scholarships
- Job opportunities
- College planning







Scrub Academy 2 – Birthing Simulator
Students delivered the baby as well as caring for the baby after delivery.





- Student organization for high school and college students.
- Purpose: to promote career opportunities in health care and to prepare students to successfully pursue a health career.
- Benefits:
 - HOSA lets members test their personal and leadership skills in real life.
 - HOSA provides opportunities for the student to make a well informed career choice among many health occupations.



North Dakota Area Health Education Center

“Connecting health care students to rural communities...”

- Rural Clinical Rotations
- Interprofessional practice and education



ND HOSA

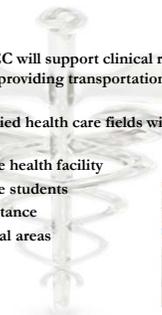
Current Chapters -133 Total Members

- Bismarck Public Schools/Missouri River CTE
- Langdon Area High School
- Grafton High School
- Sheyenne High School
- Red River High School
- Grand Forks Central High School



Rural Clinical Rotations

- The North Dakota AHEC will support clinical rotations for health professions students by providing transportation, housing and logistical coordination assistance.
- Providing students in allied health care fields with a rural clinical rotation
- Meeting the needs of the health facility
- Meeting the needs of the students
- Providing financial assistance
- Tracking students in rural areas





ND State Leadership Conference



Interprofessional Practice and Education (IPE)

Interprofessional education “occurs when two or more professions learn about, from, and with each other to enable effective collaboration and improve health outcomes.”

Interprofessional (or collaborative) care “occurs when multiple health workers from different professional backgrounds provide comprehensive health services by working with patients, their families, caregivers, and communities to deliver the highest quality of care across settings.”

Why does IPE Matter?

- ✓ Improve patient safety
- ✓ Reduce medical error
- ✓ Better communication
- ✓ Improve patient satisfaction
- ✓ Improve provider satisfaction
- ✓ Control costs




Community Partners

- Clinical Liaison
- Community Liaison
- Housing
- Community Activities
- Cultural Immersion
- Publicity



Mental Health First Aid

- Is an early intervention public education course (8-hr) that teaches the public how to assist someone experiencing a behavioral health crisis. MHFA teaches the skills needed to identify, understand, and respond to individuals who may be experiencing signs of a mental illness or substance use disorder. First Aid is administered to help individuals connect with appropriate care.
- MHFA Teaches:
 - 1) signs of addictions and mental illnesses;
 - 2) 5-step action plan to assess a situation and help;
 - 3) impact of mental and substance use disorders;
 - and 4) local resources and where to turn for help
- North Dakota has six trainers.



North Dakota Area Health Education Center

“Connecting communities to sustainability and better health”

- Treating the Invisible Wounds of War
- Mental Health First Aid
- ND AHEC Simulation
- NDStar



AHEC Stands for Jobs
HEALTH CAREERS AND COMMUNITIES
Connecting students to careers, professionals to communities, communities to better health

ND AHEC Simulation

- SimMan 3G
- ALS Simulator
- Birthing Simulator
- SimBaby
- MegaCode Kid
- PediaSim





The ND AHEC offers six FREE on-line courses:

Treating the Invisible Wounds of War

We caught the spirit!
Click on the website below and join us!

<http://www.aheconnect.com/citizensoldier/ahecs/NDNDA.pdf>




ND STAR

Simulation, Teaching and Research for Health Education

The simulation lab uses comprehensive resources in the use of interactive simulation to teach, educate, and provide an arena for research in healthcare. Simulation education is used for:

- Promoting and advancing patient safety.
- Implementing healthcare-based curricula using a simulation model.
- Teaching healthcare professionals competency-based skills.
- Providing opportunities for research in advanced health care education.



AHEC Accomplishments

- Reached over 12,440 participants in every county in North Dakota
- Provided over \$36,000 for health occupation activities reaching 7,400 students
- Contributed over \$110,000 toward continuing education for 5,040 health care professionals
- Assisted 73 students in rural clinical rotations (\$11,800) – medicine, nursing, psychology, pharmacy, dietetics, dentistry, social work and physical therapy
- Met with over 325 parents assisting students in health career planning
- Expanded HOSA Future Health Professionals Association



QUESTIONS/COMMENTS

Contact us for more information!

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North Dakota Area Health Education Center (AHEC)
ndahec.org



ND Department of Commerce & ND AHEC

- 2013-2015 ND Legislative Appropriation – HB 1211 - \$400,000
- *Find the Good Life in ND* – Recruitment of Health Care Workforce
- Health Career Awareness – Marketplace for Kids, Crash Course, Career and Technical Education, School Counselors
- Mental Health First Aid, PTSD, TBI
- North Dakota Simulation Alliance – ND STAR, UND CONPD
- Interprofessional Practice and Education (IPE) Rural Experiences – Critical Access Hospitals/LTC/Community Health Centers, Project CRISTAL

