



# Health Care **ACADEMY**

## Strategic Action Plan

Presentation to  
WISF Health Care Subcommittee  
January 27, 2011





# HealthCare

Office of Economic and Workforce Development

## Thinking strategically....

- **Demand** for a qualified workforce
- **Goals** of the Health Care Academy
- Recommendations for **vocational training tracks** and further program development
- **Job placement** strategies and career pathways

# Creating a competitive **WORKFORCE**

- **The need for skilled workers  
will grow**

- **Population Growth**
- **Aging Population**
- **Technological Advances**
- **Health Care Reform**



# Employment in Healthcare will continue to grow

## Population growth

By 2040, the eleven Bay Area counties are expected to grow by 29% overall<sup>1</sup>

## Aging population

By 2030, it is estimated that the number of adults over 65 in America will top 70 million, or roughly 20% of the total population. The San Francisco Bay Area mirrors this national trend<sup>2</sup>

## Advances in medical technology

Improvement in survival rates and treatment of injuries – need for extensive therapies and care<sup>3</sup>

<sup>1,2</sup> CA Community Colleges Centers of Excellence, Environmental Scan of Allied Health Occupations, San Francisco Bay Area, June 2010

<sup>3</sup> United States Department of Labor, Bureau of Labor Statistics

# Employment in Healthcare will continue to grow

## Healthcare Reform

**8.2 million Californians, or 22% of the state's population, lack health insurance. Insuring more people will increase demand for health *professionals who contribute to the delivery of primary care, including:***

- Clinical laboratory professionals and imaging professionals (e.g., clinical laboratory scientists, radiologic technologists) who provide screening and diagnostic tests;
- Pharmacists and other pharmacy personnel who process prescriptions; and
- Professionals who provide health education and counseling to prevent disease or manage chronic illness.<sup>4</sup>

<sup>4</sup> Impact of National Health Care Reform on California's Health Care Workforce, California Program on Access to Care, UCOP



# Employment Projection Data 2008-2018:

Healthcare Occupations With Projected Highest Growth San Francisco Bay Area, 2008-2018	Projected % Growth
Pharmacy Technician	26.1%
<b>Community Health Worker (new!)</b>	<b>23.0%</b>
Home Health Aide	21.7%
Physical Therapist Aide	17.4%
Medical Assistant	15.7%
Surgical Technologist	15.5%















# Findings of the Centers of Excellence Report

Three of the 10 occupations addressed by the survey— ***Medical Assistants, Pharmacy Technicians, and Medical Laboratory Technicians*** — will generate the highest number of new and replacement jobs over the next year.

Occupation	New and Replacement Jobs (11-county Bay Area, 7/10-6/11)
Medical Assistants	1,720
Pharmacy Technicians	560
Clinical Lab Scientists	410
Medical Laboratory Technicians	300
Medical Records/HIT	280
Psychiatric Technicians	190
Radiological Technologists	170
Certified Coders	140
Respiratory Therapists	130
Radiological Technicians	110
<b>Total</b>	<b>4,010</b>



# Key Trends

	CA EDD	Research	JVS HCAB and Employer Surveys
More job openings will occur in ambulatory, nursing, and residential care settings			
Strong growth is projected for Home Health Care Services			
There is a current need, with need increasing, for more Medical Assistants, Clinical Lab Scientists, and Pharmacy Technicians			
The demand for nurses is expected to increase in the near future			
Pharmacy Technicians – highest projected growth			
Medical Assistants – highest projected growth			





# Creating a competitive **WORKFORCE**

- **Job applicants need...**
  - **Multiple Credentials or Certifications**
  - **Increased Technology Skills**
  - **Relevant and Recent Work Experience**



# On-the-ground Employment and Training Findings

- New grads without experience will not be as competitive when applying for jobs.
- Multiple/stacked certifications as minimum qualifications are becoming more common.
- There is a need to support low-skilled individuals to gain longer-term training, increasing their qualifications for a broader range of skilled positions.
- Increasing emphasis on use of technology in all settings. Incumbent worker training on technology is critical. Health Information Technology is a growing field.



# HCA Goals

## Align the Academy to the demands of the industry

- Provide employers with skilled workers
- Expand employment opportunities and career pathways for San Francisco residents
- Develop new and relevant academic and career pathways to meet the ongoing and ever-changing demand for a skilled workforce





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## TRAINING Recommendations\*

2011-12

- Community Health Worker (new)
- Personal Caregiver (English, Spanish, Chinese)
- Home Health Aide (English, Chinese)
- Certified Nurse Assistant
- Medical Assistant
- Certified Phlebotomy Technician
- Medical Administrative Assistant
- Pharmacy Technician (new)

\*pending funding available

## PLUS

- Define pathways and articulate trainings
- Research and develop additional trainings as needed



# Program Development Strategies

- Analyze and develop program model for **care giver** career pathways
- Analyze and develop program model for **administrative & technical** career pathways
- Consider future demand and develop **customized training** model for LVNs and RNs



# Program Development Strategies

- Expand **Bridge to Health Care** model
- Replicate **Integrated Basic Education Skills Training model (I-BEST)**
- Conduct **further research** on **Medical Lab Scientists and Technicians**



# Proposed Training Tracks

PROGRAM TRACKS	2011				2012	
	Jan-March 2011	April-June 2011	July- Sept 2011	Oct.-Dec. 2011	Jan-March 2012	April-June 2012
<b>Med. Asst. Tracks</b>						
Medical Asst-BAMA	Bay Area Medical Academy cohorts (continued)			Bay Area Medical Academy offers MA training with module based classes every month		
Medical Assistant/IBest	Medical Assistant/Adult Basic Skills (I-Best) (2 semesters plus internship, basic skills/screening begins June 2011)					
<b>Patient Care Asst. Tracks</b>						
Personal Caregiver	PCG	PCG	PCG	PCG	PCG	PCG
HHA/CNA/SHE	HHA/CNA/SHE		HHA/CNA/SHE			HHA/CNA/SHE
CNA/AJ	CNA/AJ	CNA/AJ			CNA/AJ	
CNA/CCSF	CCSF/CNA		CCSF/CAN		CCSF/CNA	
<b>Other Tracks</b>						
Phlebotomy	Bay Area Medical Academy offers Phlebotomy training in 2, 4 or 5-week formats to allow individuals to stack phlebotomy certifications with other credentials					
Pharmacy Technician	Pharmacy Technician (2 semesters incl. internship)					
Community Health Wkr.	Community Health Worker (2 semesters)					
<b>Youth Tracks</b>						
Youth Healthcare Bridge	Youth Healthcare Bridge			Youth Healthcare Bridge		
<b>Administrative Tracks</b>						
Medical Admin. Asst.	Med. Admin. Asst.			Med. Admin. Asst.		
<b>Nursing Tracks</b>						
LVN Refresher	CCSF LVN Refresher					



# Job Placement Strategies

- **Preparing Graduates**

- **Creating realistic job goals and short & long term employment plans**
- **Developing job search portfolios and offering job readiness training**
- **Coordinating and referring jobseekers to Health Care focused workshops and opportunities**





# Job Placement Strategies

- **Employer Engagement**

- **Intentional outreach and development**

- Build existing relationships
    - Cultivate new relationships in acute and non-acute care
    - Develop volunteer opportunities
    - Provide pre-screened referrals to employers

- **Identify and organize hiring events at JVS**

- **Offer other employer engagement activities such as mock and informational interviews, employer site visits or employer-led job search workshops**



# Job Placement Strategies

- Occupational focus in [ACTION](#)

- February

- On-Lok Geriatric Aide Hiring Event
- Nursing-specific job search workshops
- Allied health-focused job search workshops

- March

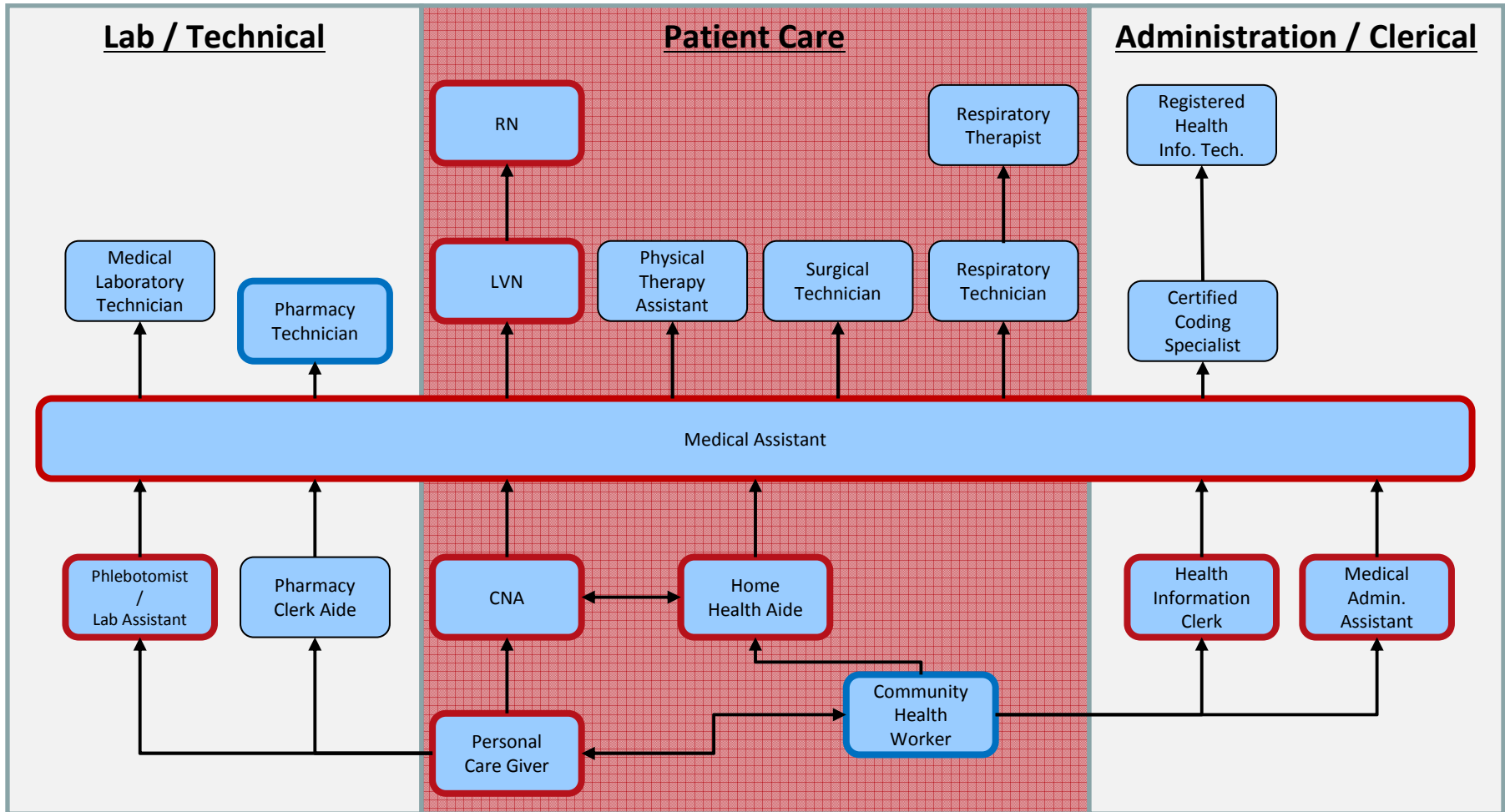
- CareFocus Hiring Event
- SF Senior Roundtable event
- Job search workshops for graduating Medical Assistants

- April

- C.N.A.-focused job search workshops
- Employer spotlight for HIT professionals
- Nursing volunteer-focused event



# Career Lattice Pathways



- Healthcare Academy track
- New proposed track



# Lab/Technical Career Ladder

	Training / Education Requirements	Certifications / Credentials	Median California Hourly Wage	California Trend 2008 - 2018
Medical Laboratory Technician	2 years Associate's Degree	Medical Technologist, state license	\$22.12	+ 31%
Medical Assistant	6 months – 2 years Associate's Degree	No CA license/certification required Optional certifications available	\$18.78	+ 30.6%
Phlebotomist / Lab Assistant	40 hours classroom plus 40 hours clinical plus successful vein and skin punctures	National Exam and CPT 1, state license	\$15.11	+ 27%

- Healthcare Academy track
- New proposed track



# Pharmacy Tech Career Ladder

	Training / Education Requirements	Certifications / Credentials	Median California Hourly Wage	California Trend 2008 - 2018
Pharmacy Technician	1-year Associate's Degree	Pharmacy Technician, state license	\$17.62	+ 28.4%
Pharmacy Clerk/Aide	Short-term OJT	None	\$10.61	- 7%

- Healthcare Academy track
- New proposed track



# Patient Care Career Ladder

	Training / Education Requirements	Certifications / Credentials	Median California Hourly Wage	California Trend 2008 - 2018
RN	2 years including clinical placement	NCLEX-RN, state RN license	\$40.22	+ 25.7%
LVN	44.5 units / 3 semesters including clinical placement	NCLEX-PN, state LVN license	\$23.95	+ 21.5%
CNA / Home Health Aide	8 weeks – 1 semester Short-term OJT or Formal training + exam	CNA: CNA exam, state certification HHA: CHHA, state certification	CNA: \$12.58 HHA: \$10.25	+ 21%
Personal Care Giver	2.5 weeks Short-term OJT	None	\$10.41	+ 45.7%

- Healthcare Academy track
- New proposed track



# Administrative/Clerical/IT Career Ladder

	Training / Education Requirements	Certifications / Credentials	Median California Hourly Wage	California Trend 2008 - 2018
Registered Health Info. Tech.	2 years Associate's Degree	AHIMA Registered Health Information Technician	\$17.22	+ 21.9%
Certified Coding Specialist	2 semesters +	AHIMA Certified Coding Specialist or AAPC Certified Professional Coder	\$16.70	+ 14.6%
Health Information Clerk	8 weeks – 1 semester	None	\$14.41	Not available

- Healthcare Academy track
- New proposed track



# Career Ladder

	Training / Education Requirements	Certifications / Credentials	Median California Hourly Wage	California Trend 2008 - 2018
<div style="border: 2px solid red; border-radius: 10px; padding: 5px; text-align: center;">                     Medical Admin. Assistant                 </div> ↑	Varies – COIP is 5 months	None	\$14.41	+ 30.6%
<div style="border: 2px solid blue; border-radius: 10px; padding: 5px; text-align: center;">                     Community Health Worker                 </div>	Varies – up to 1 year	None	Not available	+ 23%

- Healthcare Academy track
- New proposed track







# DISCUSSION

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# Discussion

- **General Reactions to Plan**
- **In which training programs do you want to get more involved? How do you want to get involved?**
- **How do the completion dates align with projected job opportunities?**
- **Which program development strategies are your top priorities?**



# Next Steps:

## Implementation Recommendations

- Curriculum Development
- Program Design
- Resource Allocation Plan

