

2023 VALUE REPORT

Workforce Innovation Department

Building our regional healthcare workforce



Workforce Innovation at The Health Collaborative

Our Work

Workforce Innovation brings together employers, educators, and community partners to build, align, and promote in-demand healthcare career programs and pathways. We do this by identifying and addressing barriers to expanding student and adult access to and success in earning in-demand credentials and degrees, providing and supporting quality healthcare career exploration and work-based learning opportunities, and collecting and analyzing regional workforce data to ensure our efforts are data-informed. For this reason, The Health Collaborative continues to be a sought-after resource for healthcare workforce development in the Cincinnati region.

Our Mission

To increase the size, diversity, and preparedness of our region's healthcare talent pipeline.

Our Guiding Principles:

- Be employer-led
- Map and promote youth and adult career pathways within the healthcare sector which are important to the region's economic growth and support workforce development
- Increase access to healthcare training and education programs for underutilized labor pools, such as youth, lower and middle-income incumbent workers, and unemployed and underemployed individuals
- Continue commitment to systemic and sustainable change within and across institutions
- Advance regional impact on workforce innovation

Our Motivation

With over 16,500 healthcare workforce vacancies in the Cincinnati region, increasing the healthcare workforce has never been more important than it is today. To address this massive shortfall, Workforce Innovation at The Health Collaborative brings together the region's health systems and committed collaborative partners representing education, training, and community organizations to increase the size, diversity and preparedness of our talent pool for entry-to-mid level health careers.


Our Impact

In serving as the region's Healthcare Industry Sector Partnership, we have secured more than one million dollars in financial support, including 20% pass-through funding for our partners, since 2022 to support developing and implementing priority workforce innovation initiatives, which are highlighted in this report.

2023 Highlights

More Students Experienced Valuable Career Exploration at Signature Events

The Health Collaborative’s signature career exploration programs allow students to explore a variety of healthcare professions. Nearly 1,000 students participated in TAP Health experiences in 2023, the largest number to date.

tap.health	healthFORCE	tap.remote
<p>The TAP Health Summer Academy offers TAP MD, TAP RN, and TAP HC which, respectively, help high school students explore careers as a physician, registered nurse, or allied health professional.</p> <p>25 unique events were held at 19 different sites this year, with more racially and ethnically diverse students (39% overall, with 23% from backgrounds underrepresented in medicine and healthcare; 16 more diverse students than in 2022).</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">88 students</div> <div style="text-align: center;">38 local high schools</div> <div style="text-align: center;">39% diversity</div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;"> <div style="text-align: center;">35 careers</div> <div style="text-align: center;">19 organizations</div> </div> <p style="text-align: center;">Since its beginning, 654 students have participated in TAP Health</p>	<p>The Health Collaborative’s annual career expo is the region’s only healthcare-focused career exploration event.</p> <p>High school students connect directly with regional healthcare organizations and educators to explore a wide range of in-demand healthcare professions.</p> <p style="text-align: center;">More than 800 students participated this year, the largest turnout to date</p> <div style="display: grid; grid-template-columns: repeat(3, 1fr); gap: 10px; text-align: center;"> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto;">40 exhibitors</div> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto;">6 panelists</div> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto;">28 school districts and career campuses</div> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto;">8 colleges and universities</div> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto;">7 health systems</div> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto;">21 healthcare employers</div> </div> <p style="text-align: center;">86% of students say they are more excited about working in healthcare after attending this event</p>	<p>TAP Remote is a free and easy way for students to explore healthcare careers online. More than 25 recordings are available on the Health Collaborative’s Vimeo channel.</p> <p>In 2023, the program added ten more educators who share these programs in their classrooms, bringing the total to 40 educators across the region.</p> <p style="text-align: center;">40 students have completed TAP Health Remote so far</p> <div style="text-align: center; margin: 20px 0;">  </div> <p style="text-align: center;">Use this code to visit our TAP Remote Online Video Library</p>

Testimonials

“This is such a fantastic opportunity for young people. I wish there had been something like this when I was in high school as I would have known that I wanted to pursue nursing.” - Rodrigo Soriano Sanjuan, HealthFORCE 2023 Panelist; UC College of Nursing Class of 2025

“Being able to meet with colleges and current professionals helped me get an idea of what my future may look like in healthcare.” Sarah Zink, Junior, Sycamore High School

“This was my first time attending and I was blown away by how many students came!” - Thanh Monnin, Admissions Counselor, Sinclair Community College

New Regional Career Exploration Collaborative Launches

Launched in March 2023, The Health Collaborative's new Regional Career Exploration Collaborative (RCEC) is tasked with building and operating more quality healthcare career exploration programs for middle and high school students. RCEC already has made tremendous accomplishments based on developing a new approach to scaling career exploration opportunities. Their strategy and efforts have reached more students across the region.



Awarded 6 partner organizations with a total of \$22,300 in microgrants, to create and enhance quality healthcare career exploration programs.



Compiled and distributed a comprehensive [Career Exploration Guide](#) to over 350 teachers, counselors, and administrators - and 800+ high school students.



Implemented the first ever "Scrubs Camp" in our region, a week-long event specifically targeted to showcase healthcare careers to an ethnically diverse population of students

"Holy cow - this {Career Exploration Opportunities Guide} is INCREDIBLE. SO many awesome opportunities to put out there for kids!!! I'm going to have to dive in and start identifying these deadlines so I can calendar out when I share them with students-thank you SO much for compiling and sharing!" - Katie Bauer, Strategic Partnerships Coordinator, Lakota Schools

New Data Dashboard – a First for the Region - Empowers Decision-making around DEI Efforts

As identified in The Health Collaborative's Community Health Improvement Plan, regional healthcare workforce leaders agreed upon the desire for a more robust, healthcare data dashboard with a clear view to workforce diversity. To meet this need, this year Workforce Innovation launched a new, publicly available [Healthcare Workforce Data Dashboard](#) with a groundbreaking feature: diversity data within the local healthcare workforce.

Powered by The Health Collaborative's workforce report and JobsEQ, a national labor market analytic tool, the public can now assess the current state of equity and diversity in our region's healthcare sector and track the progress of achieving a healthcare workforce that is reflective of our community. The data also will provide partners with a vital tool for strategic planning and pursuing funding opportunities for healthcare workforce innovation.

Building a More Robust Nursing Pipeline

Nurses represent more than 20% of the healthcare workforce, however, there simply aren't enough students graduating with nursing credentials. To fill this gap, The Health Collaborative has been working with regional and state partners to expand access to nursing programs and promote nursing career pathways, especially to racially and ethnically diverse student populations.

- More than 100 education and workforce leaders from across Ohio have participated in our statewide Healthcare Education and Workforce efforts in 2023, working together to advocate for smarter regulations, share innovative practices, and pursue resources.
- With the regional partners, we are actively pursuing \$5M in State of Ohio funding to build or expand eight nursing pipeline programs across SW Ohio and continue to advocate for state support. Currently, this funding request is included in bipartisan-supported House Bill 164, expected to be considered in early 2024.
- Working in partnership with Cincinnati State, we attracted a \$1.5M Hamilton County ARPA to expand their LPN and RN programs to serve up to 100 more students per year.

Free Course Helps Healthcare Workers Build Resiliency

With funding from the Ohio Industry Sector Partnership grant, The Health Collaborative created Resiliency Initiative for Skills and Empowerment (RISE), a full-day session designed to provide healthcare employees skills that help them manage and overcome the challenges and stress of working in healthcare. More than 200 regional healthcare employees attended 10, day-long sessions. 96% of attendees found the training and materials valuable and applicable to their jobs in healthcare.

Medical Assistant Apprenticeship Programs Help Fill Critical Gap

Our region has been experiencing a critical shortage of Medical Assistants. To help fill this gap, Workforce Innovation built and launched its Medical Assistant Apprenticeship Program in 2021 in partnership with Cincinnati State. To date, Mercy Health, TriHealth, UC Health, and Cincinnati Children's have used this program to build their workforce. The Health Collaborative continues to work with partners to grow this program, year over year in terms of cohorts offered, apprentices served, and apprentices who complete the program. Thirty-eight new apprentices started the program this year. The program participants' first year turnover rate is just 5.3%, compared to the system's total first year Medical Assistant turnover rate, which is greater than 50%.

Career Fairs and Hiring Events Give Students More Opportunities to Explore Healthcare Careers

Workforce Innovation partnered with regional employers and state entities to grow the workforce pipeline by hosting and promoting job and recruitment fairs. In April, we hosted our first Medical Assistant Apprenticeship Recruitment Event in partnership with Cincinnati State, Cincinnati Children's, Mercy Health, and UC Health which resulted in four new apprentices being hired. In September, we partnered with OhioMeansJobs and Ohio To Work to offer our first Healthcare Professionals Career Fair. Additionally, we promoted several unique career fair opportunities to our members, including OhioMeansJobs Healthcare Job Fair for In-Demand Jobs Week and their Gen Z Virtual Job Fair.

Workforce Innovation Partnership Meetings Foster Collaboration and Align Efforts

The Health Collaborative regularly convenes regional and state partners to move forward healthcare workforce innovation. This approach has led to implementing many new initiatives, creating systemic change, and positively impacting the healthcare talent pipeline. Our affinity groups include:

- **Workforce Advisory Council** – Bimonthly meeting with member health systems, community-based organizations, and workforce and education partners.
- **Ohio Healthcare Education & Workforce Leaders** – Quarterly convening and partnering with healthcare education and workforce leaders from across Ohio to share best practices, identify and address barriers, and promote public policy and investment recommendations, all to strengthen Ohio's healthcare workforce systems.
- **Ohio Healthcare Industry Sector Partnership Leaders** - Convenes healthcare workforce peers from across Ohio bimonthly to share promising practices and discuss opportunities, questions, and concerns.
- **Healthcare SuccessBound** - Annual event delivered in partnership with TechPrep for high school students, teachers, and counselors.
- **Chief Human Resource Officers** – Health system CHROs discuss priorities and align opportunities for collaboration.
- **Chief Nursing Officers** - monthly meetings with CNOs focus on connecting CNOs to the Resiliency sessions and collaborating on increasing the nursing talent pipeline.
- **Chief Diversity Officers** – Two to three meetings per year to collaborate and share ideas on building a workforce more representative of the communities it serves and to ensure all employees and future talent have equitable opportunities.

Staying Connected with the Community

Workforce Innovation is dedicated to being a good partner and representing our members' interests throughout Greater Cincinnati. To achieve this, we actively participate in many healthcare and workforce advisory councils, boards, committees, and planning groups, including the following:

- Cincinnati Public School's Healthcare Advisory Groups and Business Advisory Council
- Cincinnati State's Nursing Advisory Council
- Cincinnati & Hamilton County Public Library's Community Advisory Council
- Clermont, Butler, Hamilton Counties' LinkedUp Business Advisory Council
- Great Oaks' Healthcare Advisory Council
- GROW NKY (Growing Regional Outcomes through Workforce)
- Northern Kentucky College & Career Counselor Network
- Ohio Workforce Council' Leadership Committee
- Scarlet Oaks Healthcare Advisory Council
- Sinclair Community College's Strategic Planning
- SW Ohio Tech Prep's Strategic Planning Group
- The Talent Collaborative' Steering Committee and Founding Member
- UC's Allied Health Colleges Diversity Liaison Group
- Warren County's Workforce Strategic Planning
- Workforce Council of SW Ohio Board of Directors

Awards

Hope Arthur, Executive Director of Workforce Innovation at the Health Collaborative, was named a **Workforce Champion Award Winner** by the Workforce Council of Southwest Ohio. This award was given for her exemplary collaboration and contributions to our region's workforce and employer community.

2023 Funding Sources

Existing Funding (multi-year awards) - \$395,000

- **Warren County ARPA Funding (\$200,000)** – year 2 of 3 (includes \$52,000 partner pass-through)
- **Butler County ARPA Funding (\$125,000)** – year 2 of 3 (includes \$56,500 partner pass-through)
- **Greater Cincinnati Foundation (\$30,000)** - year 2 of 2 (includes \$18,319 partner pass-through)
- **Southwest Ohio College TechPrep (\$25,000)**
- **Health Path (\$45,000)** - \$15,000/year; year 2 of 3

New Funding Awarded - \$870,000

- **2022-2024 Ohio Industry Sector Partnership grant (\$250,000)** - \$125k flow-through.
- **2023-2025 Ohio Industry Sector Partnership grant (\$250,000)**
- **Cincinnati State MOU on \$1.5M Hamilton County ARPA Nursing Expansion Grant (\$250,000)** - Funding will support activities in 2024-2026; includes \$75,000 partner pass-through.
- **Cincinnati State MOU on \$225K Hamilton County ARPA Medical Assistant Apprenticeship Grant (\$30,000)** - Year 1 of 2; \$15,000/year
- **Apprentice Ohio Reimbursement Grant (\$25,000)** - 100% partner pass-through.
- **Southwest Ohio College TechPrep (\$35,000)**
- **University of Cincinnati Genentech (\$30,000)** (Year 1 of 3; \$10,000/year)

Event Sponsorships - \$10,000

The success of HealthFORCE is possible due to generous sponsors. In 2023, The Health Collaborative obtained \$7,500 in sponsorships to help offset the cost of the event.

- \$2,000 - Southwest Ohio Tech Prep
- \$2,000 – Butler Tech
- \$1,500 – Cincinnati State
- \$1,500 - Great Oaks
- \$500 – Health Care Management Group

The Health Collaborative also secured \$2,500 from Cincinnati Children's Hospital and Medical Center for TAP Health 2024.