PHOENIX FORWARD »
Economic Development — Health Care
Phoenix Health Care Sector Partnership

TODD SANDERS
President and CEO
Greater Phoenix Chamber of Commerce
Phoenix Forward Overview

JENNIFER MELLOR
Vice President Economic Development
Greater Phoenix Chamber of Commerce
1. Wellness AtoZ – a community wellness initiative to promote Arizona and the Greater Phoenix region as a destination for healthy living

2. Talent - a multitude of strategies to improve the availability of qualified talent at the entry, mid and senior levels
PHCSP Priority Areas

1. Wellness AtoZ – a community wellness initiative to promote Arizona and the Greater Phoenix region as a destination for healthy living
2. Talent - a multitude of strategies to improve the availability of qualified talent at the entry, mid and senior levels
3. Promoting the health care assets of the region
Healthy EMPLOYEES
Healthy BUSINESSES

YOUR BUSINESS CAN LEAD THE WAY

August 15, 2017

Wellness AtoZ is a program of the Greater Phoenix Chamber Foundation
Wellness AtoZ is aimed at making the Greater Phoenix region known as a destination for healthy talent and a healthy community. It complements existing wellness programs, highlighting best practices and offering free tools to enhance your wellness program.
Wellness AtoZ

Employer Benefits

• Access to turnkey wellness toolkits and marketing materials
• Modular tools to complement your existing wellness program
• Absolutely no cost to your business, only gain
• A business distinction as a recognized Wellness AtoZ employer

Attracting and retaining talent requires more than high-wage jobs, it is driven by quality of life
Wellness AtoZ Principles

**EatWell**
Provide healthy food choices to your employees. Order healthy items for the break room or when catering your next meeting.

**PlayWell**
Compete with your friends and family or other companies in the Wellness Wonders of AZ activity challenge. The Fall Wellness Wonders of AZ will launch in October 2017.

**LiveWell**
Send monthly communications to your employees promoting health and wellness. Materials are available through Wellness AtoZ.

**WorkWell**
Share best practices with other Wellness AtoZ employers at the quarterly WorkWell forums.
Offer healthy food choices to help your employees feel their best!

Phase 1: Healthy Snacks and Meetings
• Provide at least 50% of snacks in compliance with EatWell Healthy Snacks criteria
• At least 50% of meetings must meet EatWell Healthy Meetings criteria

Coming Fall 2017

Phase 2: Healthy Vending Machines and Cafeterias
• Roll out EatWell nutritional guidelines in your vending machines and cafeterias

Coming Spring 2018
LiveWell Calendar

**July** Summer Wellness
**August** Back to School Wellness
**September** Family Wellness
**October** Oral Health
**November** Giving Thanks Wellness
**December** Sustainable Wellness
**January** Financial Wellness
**February** Heart Wellness
**March** Social Wellness
**April** Spring Awakening Wellness
**May** Mental Wellness
**June** On the Go Wellness
Timeline
• Launched - March 13th
• Wellness AtoZ Day – May 29th
• Activity log deadline – June 2nd

Participation:
• Enrolled Participants – 1,770
• Total Activities Logged – 5,651
• Total Number of Companies Participating – 315
• Companies with 5+ participants – 29
• Highly Engaged Companies – 16 with 10+
Share best practices with other Wellness AtoZ employers by attending quarterly WorkWell forums.

Our next quarterly meeting will be held:

Date: Friday, September 8, 2017
Time: 9 - 11 a.m.
Location: CopperPoint Insurance Companies
            3030 N 3rd St
            Phoenix, AZ 85012
Thank you to all of our Inaugural Employers who are paving the way to a healthier AZ!
FY 2017 FOCUS

1. Advance a regional approach.
2. Deepen business relationships within Maricopa County.
3. Enhance workforce development strategies.
4. Improve data aggregation and analysis.

Enhance the Talent Pipeline

MARCUS JOHNSON
Director, State Health Policy and Advocacy
Vitalyst Health Foundation
Enhancing the Talent Pipeline is a top priority of the PHCSP with the primary goals of cultivating a talent community and connecting employers with those necessary skill sets.

Progress

- Health Care Talent surveys (published July 2016)
- Workforce Solutions Event
- Interstate Medical Licensure Compact
- State Loan Repayment Funding
- AZ Telehealth Overview Report
- Phoenix Forward Industry Outlook
The greatest needs in health care talent are currently:

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<tr>
<th>POSITION</th>
<th>HOSPITALS</th>
<th>LONG TERM CARE</th>
<th>HOME HEALTH CARE</th>
<th>CLINICS</th>
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<tr>
<td>Registered nurses in direct patient care</td>
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<td>RNs in managerial roles and care coordination</td>
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<td>Nurse practitioners</td>
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<td>Licensed practical nurses</td>
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<td>Occupational therapists</td>
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<td>Physical therapists</td>
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<td>Occupational therapy assistants</td>
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<td>RNs in staff roles &amp; other roles</td>
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<td>Home health aides</td>
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<td>Certified nursing assistants</td>
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<td>Physicians (except pediatrics)</td>
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<td>Psychologists</td>
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<td>Pharmacists</td>
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<tr>
<td>Pharmacy technicians</td>
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<tr>
<td>Coders</td>
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<tr>
<td>Laboratory techs</td>
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<tr>
<td>Radiology techs</td>
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- **High Demand**
- **Moderate to High**
Common Themes from Interviews

Health care is shifting to the community setting

- Wellness and prevention
- Satellite facilities
- Remote monitoring & telehealth

Patient-centered care

- Emphasis on patient self-management
- Customer service & critical thinking skills
- Cultural competence
The Greater Phoenix region can strengthen its economy by preparing a future health care workforce that collects, organizes and interprets data, is knowledgeable and informed regarding prevention/wellness and grounded in community and patient advocacy.
Doctors without State Borders

- Qualified physicians can now practice in multiple states, including Arizona
- Increases access to health care for patients in underserved or rural areas
- Facilitates telemedicine
- Physicians can move to AZ and begin work immediately using credentials from another participating state’s Board of Medicine (and vice-versa)
Funding for Residencies

- Funding GME through Medicaid yields a $2 match for every state dollar contributed
- More than 40 states fund GME through their General Fund – Arizona has not since 2010
- A law allowed intergovernmental transfers
  - Has dramatically increased funding
  - This transfers are not equally disbursed so residents are not equally disbursed
Potential Actions for GME

1. Analyze how Graduate Medical Education (GME) is currently disbursed and how other partnerships might further leverage federal dollars.

2. Support additional medical residencies for new physicians.
Health Care Talent Pipeline

State Loan Repayment Program

In 2016: $350,000 AZ $ added to State Loan Repayment Program → $350,000 Federal Match

Types of primary care health professionals who can benefit from loan repayment include:

- Physicians
- Nurse Practitioners
- Certified Nurse Midwives
- Physician Assistants
- Dentists
- Behavioral Health Providers
- Pharmacists
Health Care Talent Pipeline

Identifying Talent Gaps

Moving Forward

- How do we address current market gaps?
- How do we prepare for future workforce needs?
- How do we develop robust pipelines and pathways for career growth?

Entry Level Positions

Medical Laboratory Technicians
Medical Assistants
Certified Nursing Assistants
Mental Health Technicians
Substance Abuse Technicians
Associate Substance Abuse Counselor

Nursing

Primary Care Physicians
Specialty Physicians
Nurse Practitioners
Physicians Assistants
Registered Nurses
Psychiatrists
Psychologists

Radiation Therapists
Diagnostic Technicians
Radiology Technicians
Licensed Professional Nurses
Associate and Professional Counselor
Marriage and Family Therapists
Licensed Clinical Social Workers
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Talent Pipeline Survey Results
What specific health care talent issues would you like the Health Care Sector Partnership to focus on?

- On the job training for certified caregivers.
- Identify "anchor" entry level positions that are gateways to the healthcare professions. Identify the skills needed for those positions and how skills link across occupations.
- Support of the Community Health Worker voluntary certification, and create career pathways for CHWs.
- Expand the dental team to include highly trained mid-level dental professionals.
- Continue to grow the State Loan Repayment Program.
What information or which players do we need to hit the ground running?

- **Training for Care Givers:** Trade associations (LeadingAge, AHCA, ALFA) that represent large groups of health care providers, City of Phoenix.

- **Identify ‘Anchor’ Entry-Level Positions:** An analysis of current labor market data for the healthcare field and an analysis of the Federal occupational code data cross walking skills between occupations.

- **Community Health Workers:** The collective support of the partnership is needed as well as any legislative/lobbying assistance. High-school counselors, college advisors, and students.

- **Mid-Level Dental Providers:** More voices advocating for a new workforce model – from tribal reservations to private practice dentists who want to see more Medicaid patients.

- **State Loan Repayment Program:** Identifying strategies to increase program funding to meet the growing demand.
Understanding the Assets of the Region

JOHN MELVILLE
Collaborative Economics
What sets our health care sector apart from other regions?

- People
- Projects and collaborations
- Areas of excellence
Commitments

JOHN MELVILLE
Collaborative Economics
THANK YOU!