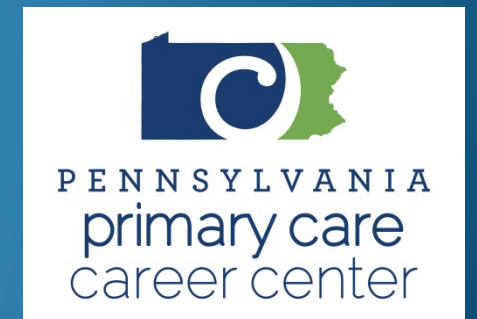


Trends in Workforce

Judd Mellinger-Blouch
Director, Pennsylvania Primary Care Career Center



What's Coming Down the Road

- Consolidation means that competition for talent will continue to escalate
- Burnout – moral injury – will continue to be an issue
- EHRs will evolve but will they be user friendly?
- Loan debt is getting worse, not better
- Diversity in patient population not reflected in workforce
- Scarcity of physicians, growing supply of NPs and PAs
- LCSWs and LPCs are hard to find



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What SHOULD Be Coming Down the Road

- More use of telehealth
- Growing role for nurse practitioners, others
- Career ladders for front line personnel
- Involving local governments (healthcare is an economic driver)
- In-house training of front line and providers
- Branding yourself as an employer of preference
- Diversity Training



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Trend Highlight: Internal Training

- View your facility as a healthcare academy
- Teaching Health Centers
- In-house Medical Assistant training (Natl. Institute for Medical Assistant Advancement)
- Using rotations and onsite training programs (NPs, PAs, dental hygienists, social workers, psychologists, dentists, med students)
- Best models train preceptors, give them “time capacity” to teach
- How can you leverage these opportunities to increase recruiting and retention success?



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Services You Can Access

The screenshot shows the 3RNet website homepage. At the top, there are navigation links for "For Healthcare Professionals" and "For Employers". A central banner features a group of healthcare professionals and the text: "Welcome to 3RNet. We are a national nonprofit network of members committed to matching healthcare professionals with rural and underserved jobs. Register now for FREE." Below this is a search bar with the text "Search Job Opportunities" and a dropdown menu set to "Any Profession". A prominent blue banner states: "Join 61891 other candidates searching 3594 jobs from 6804 facilities! Register Now!". A section titled "Finding jobs on 3RNet is as easy as ..." lists three steps: 1. Search Jobs, 2. Register, and 3. Get Answers. A "Register today!" section lists benefits of registration, such as receiving email notifications and access to compensation information. The bottom of the page shows a Windows taskbar with the time 9:47 AM on 3/26/2013.

www.3rnet.org

The screenshot shows the Pennsylvania Primary Care Career Center website. The header includes the logo and the text "Your Primary Source for Pennsylvania Primary Care Career Opportunities". Navigation links include "Home", "Job Seekers", "Employers", "Find A Job", "About Us And Contact Info", and "New And Events". A central banner features a photo of a doctor and a patient, with the text "Find a Job" and "Search and sort our open career opportunities.". Below this are sections for "Featured Job" and "Featured Employer". The "Featured Job" section lists a "Family Nurse Practitioner, Pottstown" position at the "Community Health & Dental Seeko FNP Community Health & Dental Care, a Federally Qualified Health Center (FQHC) in Pottstown, Montgomery County, has an immediate opening for a family nurse practitioner." The "Featured Employer" section lists "Sto-Rox Neighborhood Health Council" in McKees Rocks, PA. A "Tweets by @PACareerCenter" section is also visible. The bottom of the page shows a Windows taskbar with the time 9:45 AM on 3/26/2013.

www.paprimarcarecareers.org



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Thank you!

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