

The Health Care Sector Alliance of Goshen, Niobrara, and Platte Counties

Action Plan and 60-Day Commitments

November 2018

Overview

On September 10, 2018, seventeen health care industry leaders, representing a cross-section of the industry from Goshen, Niobrara, and Platte Counties came together to identify opportunities and actions needed to promote the growth of the sector. In addition, eleven community partners from workforce development, education, and economic development attended as observers. This partnership is modeled after similar partnerships across the country that are achieving real results for businesses, job seekers, regional economies, and businesses. To learn more visit: www.nextgensectorpartnerships.com.

Industry sector leaders identified three priority areas for action, and volunteered as “champions” to help develop the specific outcomes and first actions to be taken in each area. Champions finalized their Action Plan at a follow-up November 16 meeting, including desired outcomes, early wins, and commitments to specific actions to be taken in the next 60 days. Two co-leads were identified for each of the three areas for action, and they will be building out their Action Teams as they move ahead.

Specialty Talent (Co-Leads: Patti and Nona)

Focus (What is Our Priority)

This priority focuses on need for more talent in key specialties across the region’s health care industry. The initial list of target specialties is: specialty nurses (including public health nurses), doctors, physical therapists, and behavioral health workers. Business/employer participants identified three strategies to address the need for specialty talent:

1. *Recruit specialty talent from outside the region.* This would include collaborative marketing among health care employers to showcase both the wealth of professional opportunities and distinctive rural lifestyle of the region.
2. *Expand continuing education in specialty areas for local residents.* This would include expanding affordable, existing and new local educational offerings and distance learning options, and actively encouraging local residents (especially those in health care with a general preparation) to add specialty skills.

3. *Fill the talent pipeline by exposing youth to specialty health care careers.* This would include a collaborative effort to expand career awareness, summer internships, job shadowing, and the like.

Outcomes (What Success Looks Like)

- Increase in the awareness and interest in specialty health care careers both locally and outside the region, as evidenced by (A) growing inquiries about local specialty job openings from outside residents, (B) growing inquiries, enrollments, and completions in local continuing education programs, and (C) expanding options for local, affordable continuing education in specialty areas.
- Increase in the volume of applications for specialty health care jobs/careers in the region.

Actions (What Are Early Wins)

- Launch a joint marketing effort to build awareness among local residents about (A) opportunities for specialty health care careers, (B) local continuing education that will prepare them for those opportunities, and (C) sources of financial support for continuing education.

60-Day Actions

- *Develop a proposal for a common regional approach to helping local youth experience health care settings/careers. Identify what has worked best with local health care businesses, including student tours. Include a plan for having local health care businesses sign up for hosting student tours and/or other experiences. Consult local schools on their willingness to work with the Alliance to scale up tours/other student experiences. Champions: Patti and Nona.*
- Launch a joint marketing effort to build awareness among outside residents about the opportunities for specialty health care careers in the region, starting by targeting a specific high-potential population (e.g., specialty health care talent that are former residents and who might want to return).
- Identify opportunities to expand affordable options for continuing education in specialty fields, then create a collective industry/community strategy for implementation.

60-Day Actions

- o *Develop a proposal for producing more specialty talent in at least one high-priority field now. Survey businesses in the Alliance for their highest-priority specialty talent needs over the next five years. Work with community partners to identify the range of current offerings in specialty fields (e.g., degrees, certificates), and potential assets to leverage (e.g., workforce training funds, mobile training unit). Champions: Patti and Nona.*

Initial business/employer champions: Amy, Derrick, Kevin, Kody, Maggie, Nona, Patti

Patient Marketing/Education (Co-Leads: Samantha and Britt)

Focus (What is Our Priority)

This priority targets the region's current residents, promoting the benefits of using local vs. outside health care services. This would involve a creative, collaborative approach to targeting patient populations with information about the region's collective health care assets, emphasizing quality of care and diversity of choices in "staying home" for health care services.

Outcomes (What Success Looks Like)

- A collective patient advertising campaign is launched, including a regional health fair, radio and print advertising, and a "yellow pages" of local health care options.
- An increase in local patients choosing local health care options as a direct result of the collective patient advertising campaign. Over time, more patients choosing local vs. outside health care options.

Actions (What Are Early Wins)

- Develop a brand for the regional sector partnership/network.

60-Day Actions

- o *Work with community partners to identify who could potentially help with developing a brand. Champions: Samantha and Britt.*
- Incorporating the new brand, design and launch a collective advertising campaign that includes (A) a regional health fair, (B) a publication that is a "yellow pages" of local health care options, and (C) coordinated radio/print advertising to promote the health fair/local health care options.

60-Day Actions

- o *Develop a brief description of the “yellow pages of local health care options,” then inventory and survey local health care businesses (in coordination with the Specialty Talent Action Team) to identify initial information for the yellow pages. As part of the survey, ask local health care businesses about their interest in participating and/or co-sponsoring a future Health Care Fair to showcase options for the region. Work with community partners to identify what exists now and how the yellow pages might be packaged/printed/made available on-line, and how the Health Care Fair might be supported. Champions: Samantha and Britt.*
- Develop a tracking system to measure the impact of the collective advertising campaign on increasing the use of local health care options by local residents.

Initial business/employer champions: Kevin, Maggie, Marnie, Patti, Robin, Samantha, Wendy

Care Coordination (Co-Leads: Maggie and Wendy)

Focus (What is Our Priority)

This priority is focused on increasing accessibility and use of local health care services through better care coordination, achieved through more systematic referrals, purposeful care team-building, targeted stakeholder engagement, and strategic insurance provider collaboration. The four specific strategies are:

1. *Create an active interdisciplinary referral system, one that builds on existing referral practices and creates a more comprehensive infrastructure to support an active system of referrals among local health care providers and partners.*
2. *Purposely build more local high-quality interdisciplinary treatment teams, leveraging the referral infrastructure to identify and connect potential treatment team partners.*
3. *Work together as a regional industry to engage key stakeholders, including local and state government officials, to address any policy or other barriers to stronger care coordination, and secure resources to enhance care coordination in the region.*
4. *Strategically collaborate with insurance providers to support stronger care coordination, focusing on specific practices/coverage that, if changed, would result in both lower costs and better patient health.*

Outcomes (What Success Looks Like)

- Launch a new interdisciplinary referral system/network that improves care coordination in the region.
- Adopt and measure a set of care coordination measures (e.g., increase in the volume of local effective referrals, increase in number of local interdisciplinary treatment teams).

Actions (What Are Early Wins)

- Convene a meeting of the local health care industry sector to educate each other, map the care coordination continuum, identify gaps and barriers and steps to strengthen care coordination, design a new regional referral network/system, and select the right set of measures to monitor improvements in care coordination.

60-Day Actions

- *Develop a proposal for holding one or more care coordination “mixer events” to increase mutual understanding and build relationships across the health care continuum. Use the event(s) as a means to recruit additional businesses to the Alliance. Champions: Maggie and Wendy.*
- Incorporate care coordination information into patient marketing/education campaign, including a proposed health care fair and other advertising activities.
- Launch a new regional care coordination referral network/system.
- Establish a measurement process to collect aggregated data on care coordination in the region.

Initial business/employer champions: Derrick, Kevin, Lynda, Maggie, Marnie, Melanie, Nona, Patti, Samantha, Wendy

Next Steps

This partnership is all about action and in order to be successful it must be driven by industry champions. Champions will complete their 60-day commitments, and Action Team co-leads will identify and recruit additional team members, with the full Alliance reconvening shortly after the 60-day implementation period to review results and set new 60-day commitments to keep the Action Plan moving forward.