



WISCONSIN DEPARTMENT
of HEALTH SERVICES

Wisconsin WisCaregiver Careers



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Department of Health Services

WisCaregiver Career Program

- Wisconsin received more than \$2.3 million to implement this new program.
- Program is designed to encourage 3,000 Wisconsinites to become a CNA and work in a nursing home.
- Program was developed in partnership with:
 - Nursing Homes
 - LeadingAge Wisconsin
 - Wisconsin Health Care Association (WHCA)
 - Wisconsin Board on Aging and Long Term Care
 - Wisconsin Technical College System

Wisconsin DHS Staff Duties

- Create contracts with training programs, media agency, tracking system
- Coordinate media ads, videos, brochures
- Respond to WisCaregiver mailbox
- Submit and send caregiver background check to students
- Process invoices from training programs and testing agency
- Facilitate advisory group and conduct stakeholder outreach and awareness

Participants

- 13 technical colleges with approved Nurse Aide Training Programs (NATPs)
- 17 nursing homes with approved NATPs
- 10 private agencies with approved NATPs
- 310 nursing home participants who agreed to pay a \$500 retention bonus

Student Sign-Up

- March 1, 2018 was the first day students could sign up: www.wiscaregiver.com.
- Who is eligible for training?
 - Traditional students
 - Nontraditional students
 - Seniors
 - Veterans
 - English language learners

Tracking System Developed

- Tracking system follows the student throughout the entire process
- Starts with program sign-up, moves on to training, testing and employment in a nursing home
- System sends reminder notices to the student at various points to keep the student on track and to offer assistance if the student gets stuck in the process

Tracking System - Student

- Agrees to successfully complete training, testing and work in a participating nursing home for at least 6 months.
- Demographic information
- Where they heard about the program
- Once registered the system sends an email with a unique 10-digit student number that will follow them through the program.

Email From the Secretary



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Dear Participant,

Congratulations on your acceptance into the WisCaregiver Careers program, and thank you for taking your first step toward becoming a nurse aide.

As the number of people getting older grows, your job will be more important than ever. Nursing homes are working hard to find dedicated, caring workers to provide their residents with the quality care they need and deserve.

Email From the Secretary

You belong to the first class of the WisCaregiver Careers program. This means you get your training and testing paid for, and will receive a \$500 bonus from the nursing home after six months on the job. This program will not only help you begin your career as a caregiver, you will also have the opportunity to make a profound impact in the lives of many Wisconsin residents.

I'm very pleased you have accepted this challenge. I know you will enjoy your classes and find your work rewarding.

Sincerely,

Linda Seemeyer

Secretary

Wisconsin Department of Health Services

Tracking System – Training Programs

- Input minimal student information into a secure online tracking system, including:
 - Enrollment information.
 - Date course completed.
 - Date course not completed and why if applicable.

Tracking System – Nursing Homes

- Input minimal student information into a secure online tracking system, including:
 - Date hired.
 - Date employee met six-month retention bonus.
 - Date employment ended if less than six months and why, if known.

Evaluation

- Project conclusion: Participants complete an online survey to help us evaluate the project.
 - Students
 - Training Programs
 - Nursing Homes

Media Campaign

Highlight the program and rewarding aspects of working as a nurse aide caring for Wisconsin's elders and people with disabilities:

- Launched April 30, 2018
- TV and radio ads
- Social media advertising

Recruitment Videos

- https://www.youtube.com/watch?v=r2a_gXMqZms
- <https://www.youtube.com/watch?v=oc4fDrKePOk>
- <https://www.youtube.com/watch?v=YTtUOe-TBIU>
- <https://www.youtube.com/watch?v=vrK-k1nA5b0>
- <https://www.youtube.com/watch?v=pg0C0FJUEcc>
- https://www.youtube.com/watch?v=rhc6wxT_UTY
- <https://www.youtube.com/watch?v=yWL2b3Uq590&t=5s>

Hire our graduates

- Hire our graduates:
 - <https://www.dhs.wisconsin.gov/caregiver-career/graduates.htm>.
- WisCaregiver Careers Success – Four Sibling CNAs
 - <https://vimeo.com/user8859005/review/380509621/4d1fdc85a4>
 - PASS: Wiscare Grad

How would this look?

- Potential student would hear about the program through a number of routes from the media campaign.
- Campaign would direct people to a DHS website (www.wiscaregiver.com).

How would this look?

(continued)

- Website is interactive to help potential students decide what options they have for training and employment.
- Website links the person to participating training programs and nursing home employers providing the \$500 retention bonus.
- A WisCaregiver number follows the student from registration to employment.

Workforce Solutions

WisCaregiver Careers also provides resources and training to help nursing homes hire and retain the best possible workforce.

DHS hosts a series of webinars featuring nursing home staff and other experts in the field sharing their best practices for successful recruitment and retention of staff.

Workforce Solutions

- Recordings, Handouts and a Schedule of upcoming webinars can be found at:

<https://www.dhs.wisconsin.gov/caregiver-career/index.htm>

- Webinars (1:30-2:30)

https://connect.wisconsin.gov/wiscaregiver_career/

Free Nurse Aide Training and Testing

Key Facts and Figures



9,010—Total registered students



3,212—Total students enrolled in training



1,145—Graduates employed



25—Median age of participants



2018—Program started in March 2018

Participation in More Detail

Wisconsin Nursing Home Program Involvement



Enrollment By Training Program Type

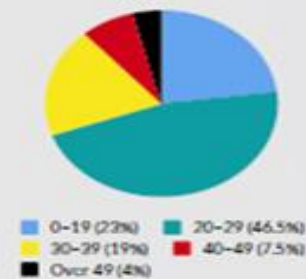


Training Programs Types

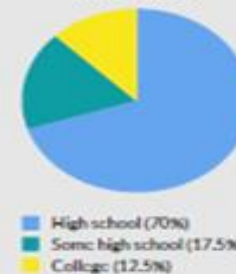


More About the Participants

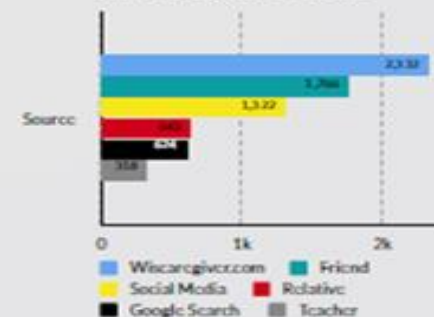
Age



Education



How Participants Learned About WisCaregiver Careers

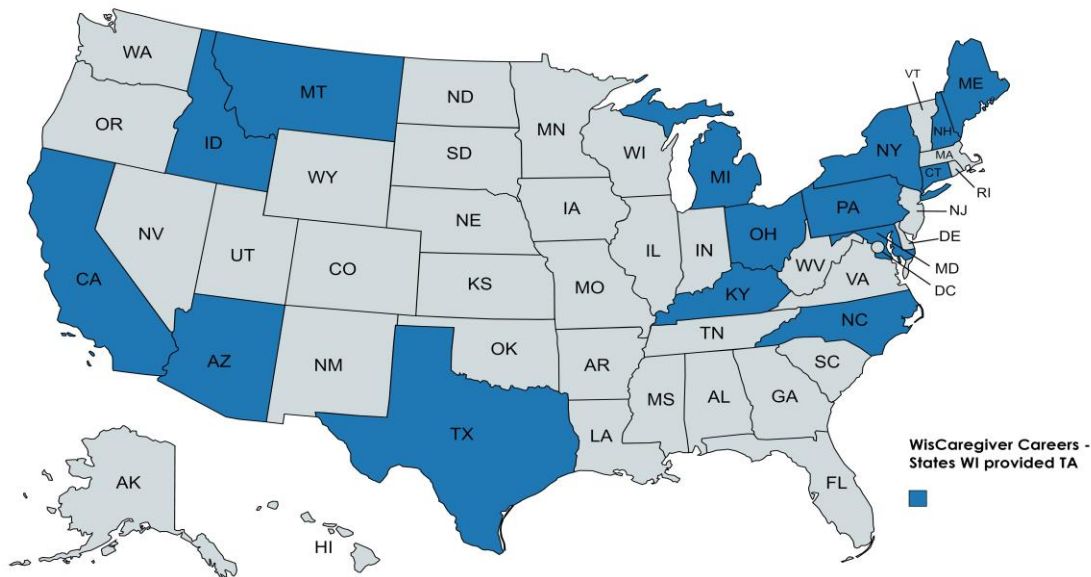


Important updates

- Program ran through 6/30/2021.
- Over 9,000 people registered for the WisCaregiver Careers program and over 3,000 have enrolled in training. Our goal to add 3,000 new nurse aides to the workforce in participating nursing homes fell short but we did significantly increase the number of nurse aides in nursing homes and other health care entities.
- Due to the number of registrants, new registration closed on 7/31/2019 and new training enrollment closed on 8/15/2019.
- Final White Paper out soon.

Assisting Others

- Idaho, Kentucky, California, Texas, Montana, Ohio, New Hampshire, Maryland, North Carolina, New York, Michigan, Maine, Arizona, Pennsylvania, Connecticut
- Ontario, Canada



Next Phase – Fast Forward Grant, Department of Workforce Development

- \$477,000
- Program stakeholders include:
 1. Program participants (WisCaregivers)
 2. FoodShare Education and Training Agencies (FSET Agencies)
 3. CNA training programs (WisCaregiver Training Consortium)
 4. Nursing Home Employers (WisCaregiver Employer Consortium)

Program Outcome Goals

- 500 people must start the training
- 425 must successfully complete the training
- 319 must attain CNA certification
- 276 must take employment in Wisconsin nursing homes

Another Phase - Money Follows the Person Supplemental (MFP)

- Leverage WisCaregiver Careers - expand to include direct care workers (DCW)
 - Marketing and Videos
 - Tracking System
 - Free training and a retention bonus
- Funding to train approx. 7,000 DCWs
- Funding to give approx. 4,000 DCWs a retention bonus

Another Phase – ARPA HCBS Workforce Initiative

- Establish Direct Care Services Career Ladder with credentialing, training and differential MA Rates, direct caregiver registry and a staff stability survey
- Home and Community Based Services (HCBS) participants have been hit hard by COVID-19 and with the workforce crisis. Don't forget about them.....

Website Demo

- **Website:**

<https://www.dhs.wisconsin.gov/caregiver-career/index.htm>



Resources

- **Mailbox:**
dhscaregivercareer@dhs.wisconsin.gov
- **Website:**
<https://www.dhs.wisconsin.gov/caregiver-career/index.htm>
- **Student webpage:** www.wiscaregiver.com
- **Webinars:**
https://connect.wisconsin.gov/wiscaregiver_career/

Questions