DHS Caregiver Career Program

Submitted by: Wisconsin Department of Health Services,
Division of Quality of Assurance
and
Division of Long Term Care
DHS Caregiver Career Program

1. Purpose and Summary. Explain the purpose and provide a project summary.

BACKGROUND
The Long Term Care Workforce Crisis: A 2016 Report (http://www.leadingagewi.org/media/34782/Workforce-Report-2016.pdf) identifies the critical need for caregivers and proposes several ways to increase the number of staff in Wisconsin's nursing facilities:
- Increase the number of people entering caregiving careers
- Value the work of caregiving
- Recognize and celebrate career caregivers
- Reward the work of caregivers with competitive wages and benefits

PROPOSAL
The Department of Health Services proposes to use Civil Money Penalties (CMS) funds to establish a program designed to encourage individuals to enter caregiver careers. The DHS Caregiver Career Program would be developed in partnership with the Wisconsin Technical College System, nursing homes and nursing home associations. The Program would include a marketing and recruitment plan, nurse aide training and testing at no cost to the student and a $500 retention bonus to the nurse aide after working 6 months as a nurse aide at a nursing home. The retention bonus would be paid by the participating nursing home and would not use CMP funds. Nursing homes would be incentivized to pay the $500 retention bonus because they will not be required to cover training and testing costs.

MARKETING AND RECRUITMENT
DHS staff would create a marketing and recruitment program to encourage individuals to enter nurse aide caregiver career that would include:
DHS will create Public Service Announcements (PSA) to highlight the rewarding aspects of working as a nurse aide caring for Wisconsin's elders
PSAs would provide information about the DHS Caregiver Career Program; that training and testing would be provided at no cost to the prospective nurse aide and a $500 bonus would be paid to the nurse aide after 6 months employment in a nursing home.

How to apply for the program,
DHS would hold open webinars explaining the DHS Caregiver Career Program and how individuals can apply for the program
Work with Wisconsin's Technical College System to highlight the DHS Caregiver Career Program in their career development materials
Work with Wisconsin nursing homes who have a nurse aide training program to participate in the program
Market the DHS Caregiver Career Program through DHS/DQA Listserv announcements and other publications to
recruit students and participating agencies.

NURSING HOME APPROVED CERTIFIED NURSING ASSISTANT TRAINING PROGRAMS
Funds would be allotted to train up to 1000 students through approved nursing home Certified Nursing Assistant (CNA) training programs. The student would take the training through a nursing home that offers the course and agree to work at the nursing home for at least 6 months. The nursing home would train the student and pay for the certification at no cost to the student. Once the student starts working for the facility they would request the Medicaid portion for reimbursement of the training and testing through the current system. They would submit the name of the student to DHS who would then reimburse the difference of the market rate and the Medicaid rate of reimbursement. Students agreeing to this program would self-attest to work for the nursing home for at least 6 months. For those students that complete the training, testing and time commitment, the nursing home would agree to pay the student a $500 retention bonus.

WISCONSIN TECHNICAL COLLEGE SYSTEM APPROVED CNA TRAINING PROGRAMS
Funds would be allocated to train and test 2,000 students through an approved Wisconsin Technical College System CNA program. These groups include:

- Seniors - Senior CNA Academy
- High School Students - High School CNA program
- English language learners
- Programs helping people move from government dependence to independence
- Wisconsin Department of Veterans Affairs
- Wisconsin Department of Workforce Development
- Wisconsin Department of Vocational Rehabilitation

Technical Colleges would be reimbursed for the cost of the training for students recruited for this program by the Department. Pearson VUE would be reimbursed for those students who complete the CNA testing by the Department. Students agreeing to this program would self-attest to work for the nursing home for at least 6 months. The approved students would then be referred to participating nursing homes. The nursing home would not submit these staff for Medicaid training and testing reimbursement through the current system. For those students that complete the training, testing and time commitment, the nursing home would agree to pay the student a $500 retention bonus.

NURSING HOME ENGAGEMENT
Financial benefit is not the only reason individuals make a career choice. DHS will work with the nursing home community to explore ways to make working in their facility a desirable vocation. DHS will provide information and offer training opportunities about the following topics:
- Adopting real culture change in your facility
- Ways to make nurse aides an equal member of the health care team
- Making accommodations for staff with child care needs
- Providing staff with educational opportunities
- Work with staff to offer flexible hours

2. Unique / Innovative. Briefly describe how your proposal is unique and innovative and how it is relevant to the improvement of quality of care / life for residents in Wisconsin nursing homes. Append any supportive research or literature.

The entire country is experiencing a shortage of direct health care staff. We know of no other program in the U.S. that is bringing together state agencies, nursing homes, nursing home trade associations and the education system to work to elevate the value of nurse aides and increase the number of direct care staff entering the health care field to care for our country's elders.


Increase in the number of individuals entering the health care field and seeing the value in caring for our elders. We anticipate drawing upon new groups of individuals to the health care field. These persons include veterans, seniors,
english language learners, persons working in dependence to independence programs and high school students. Working in a nursing home will be seen as a rewarding career choice.

4. Time / Assets. What time and/or assets will your organization contribute to this project?

DLTC Policy Initiative Advisor and DQA Policy Advisor would contribute to the administration and oversight of the program at no labor charge. Estimate 60+ hours at $5,000.

DHS Communication staff to assist in the development of a marketing plan. Estimate 60+ hours at $5,000.

5. Awards. Are those assets contingent upon receiving an award from this committee? [ ] Yes [ ] No

6. Contribution. What level of contribution (cash or in-kind) will your organization be making to this proposal?

DLTC Policy Initiative Advisor and DQA Policy Advisor would contribute to the administration and oversight of the program at no labor charge. Estimate 60+ hours at $5,000.

DHS Communication staff to assist in the development of a marketing plan. Estimate 60+ hours at $5,000.

7. Qualifications. Describe how your organization is qualified to carry out the proposal.

Through its current relationships with all the major stakeholder groups, DHS is uniquely qualified to bring together nursing homes, educators and other state agencies to increase the number of caregivers in Wisconsin nursing homes.

8. Documentation of Results. Explain how the information from the results of your proposal will be gathered and evaluated.

DHS will contract with an academic partner to conduct a comprehensive evaluation of both projects. The study will evaluate:

- Pre-post data and an evaluation with training, testing, vacancy rates, retention rates.
- Surveys to measure attitudinal changes of new caregivers coming into the healthcare system and career path possibilities.

9. Duration. What is the anticipated duration of the project? 2 years

10. Results Measurement. Provide a description of the methods by which the project results will be assessed, including specific measures.

Measures:
- Increase in the number of individuals training and testing as certified nurse aides in Wisconsin nursing homes
- Program satisfaction and effectiveness - survey tool
- Determination as an evidenced based treatment protocol - research study

11. Benefits. Provide a brief description of the manner in which the project will benefit facility residents.

An increase in the number of certified nurse aides in Wisconsin to provide quality care to nursing home residents. A change in attitude regarding the caregiving field. Person will see that caring for our elders is a rewarding experience and working in a health care facility is a desirable place of employment.

12. Non-Supplanting. Provide a description of the manner in which the project will not supplant existing responsibilities of the facility to meet existing Medicare/Medicaid requirements or other statutory and regulatory requirements.

This proposal does not supplant any existing responsibilities of nursing homes to meet the Medicare/Medicaid requirements of nursing homes. Nursing homes are required to provide adequate staff to meet the care needs of residents. This program is intended to increase the number of direct care staff available to work in Wisconsin nursing homes through a robust recruitment program and marketing program designed to educate the public about the advantages of working in a nursing home and the rewards of caring for our elders.

13. Consumer and Other Stakeholder Involvement. Provide a description of how the facility community, including resident and/or family councils and direct care staff, will be involved in the development and implementation of the project.

Wisconsin Health Care Association
Leading Age Wisconsin
Wisconsin Nursing Homes
Wisconsin Technical College System
Pearson VUE
Wisconsin Department of Veterans Affairs
Wisconsin Department of Workforce Development
Wisconsin Department of Vocational Rehabilitation
14. **Funding.** Provide the specific amount of CMP funds to be used for this project, the time period of such use, and an estimate of any non-CMP funds that the State or other entity expects to be contributed to the project.

**Budget**

Up to 1,000 students would be recruited and trained through this program. DHS would collaborate with nursing homes with approved CNA programs. Nursing homes would request the Medicaid portion for reimbursement through the current system. Nursing homes would then be reimbursed the difference between the market rate and the Medicaid rate through this CMP program.

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\begin{align*}
1,000 \text{ students for NA Competency Test (} & \text{115 market } - \text{ 61.50 Medicaid)} = \quad 53,500 \\
1,000 \text{ students for NA Training and materials (} & \text{630 market } - \text{ 225 Medicaid)} = \quad 405,000 \\
\text{Program administration} & = \quad 10,000 \\
\text{Total} & = \quad 468,500
\end{align*}
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**Budget**

Up to 2,000 students could be recruited and trained through this program. DHS would collaborate with the Technical Colleges to train these students and with Pearson VUE to test these students. Technical Colleges would be reimbursed for the cost of training and Pearson VUE would be reimbursed for the testing by the Department.

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\begin{align*}
2,000 \text{ students } \times \text{115 (NA Competency Test)} & = \quad 230,000 \\
2,000 \text{ students } \times \text{630 (NA Training and materials)} & = \quad 1,260,000 \\
\text{Program administration} & = \quad 10,000 \\
\text{Total} & = \quad 1,500,000
\end{align*}
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**Recruitment Activities (includes both projects)**

$250,000

**Evaluation of the Program by an academic partner**

$100,000

**Total Budget and Funding Breakdown:**

- CMP $1,159,250
- Match $1,159,250
- Total $2,318,500

15. **Involved Organizations.** List all organizations (names and addresses) that will receive funds through this project. List subcontractors and organizations that are expected to execute and bear responsibility for components of the project.

- Wisconsin Department of Health Services
- Wisconsin Nursing Homes that have approved nursing aide training programs
- Wisconsin Technical College System
- Pearson VUE

Academic partner to be named at a later date to conduct the evaluation