



# WisCaregiver Careers

WisCaregiver.com

## 2.0 Expansion

*A public-private partnership addressing the CNA shortage in Wisconsin nursing homes*

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2022 Employer Webinar, May 12, 2022

# Agenda

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1. Pigorsch Media Design
2. Quick Program Recap
3. Employer Map Overview
4. Trainee Data Forms Overview
5. Q&A

# Statewide Media Campaign

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1. Marketing and design services provided by Pigorsch Media Design
2. Contract includes ad buys on social media, streaming radio and TV, email marketing
3. Assets include new website, videos, social media content and a recruiting toolkit for employers

# Program Overview



Employment first



Free CNA training



Free CNA certification testing



\$500 retention bonus

# WisCaregiver Employer Support Goals



Employer-led training



Incentivize mentorship



Provide recruiting support and tools



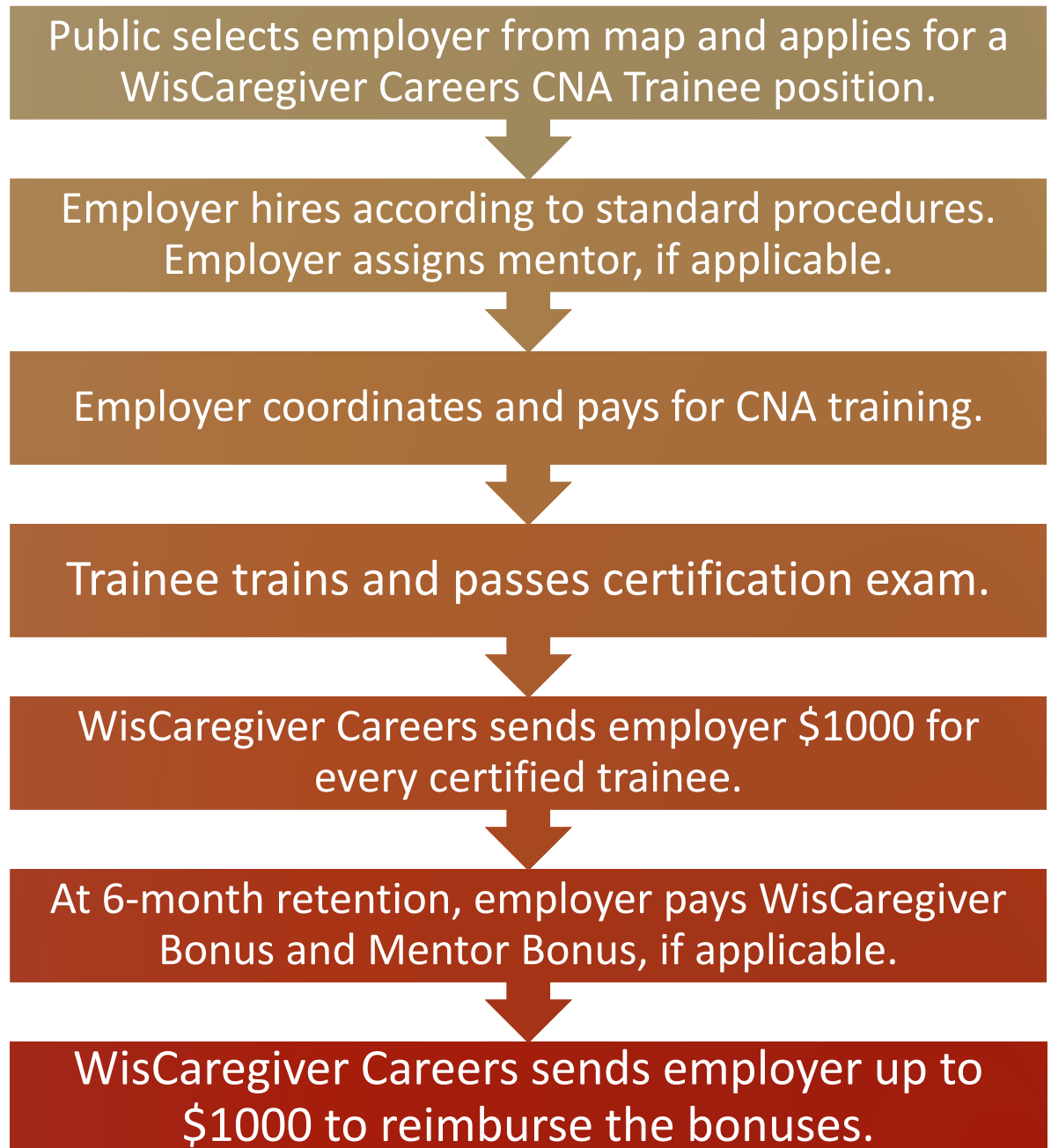
Build FSET community sourcing relationships

# Employer Commitments

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1. WisCaregiver Employers agree to hire WisCaregivers as CNA trainees and then to coordinate and pay for their CNA training upfront. Upon 6-month retention, Employers agree to provide their WisCaregivers \$500 retention bonuses.
2. Employers cannot charge trainees for training or testing or accept reimbursements from Medicaid.
3. WisCaregiver Employers can choose to participate in mentorship programming offered by WisCaregiver Careers. The program will reimburse employers \$500 for mentor bonuses awarded when mentees achieve 6-month retention.

## WisCaregiver Workflow



# NEW in 2022:

## Increased Reimbursements

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1. Upon Trainee Certification
  - \$700 flat rate reimbursement for training costs
  - \$300 employer success bonus
    - Trainees who do not attain certification are **ineligible** for reimbursement.
2. Upon Six- Month Retention
  - \$500 reimbursement for WisCaregiver Bonus
  - \$500 reimbursement for Mentor Bonus (optional)



# NEW in 2022: Streamlined Processes

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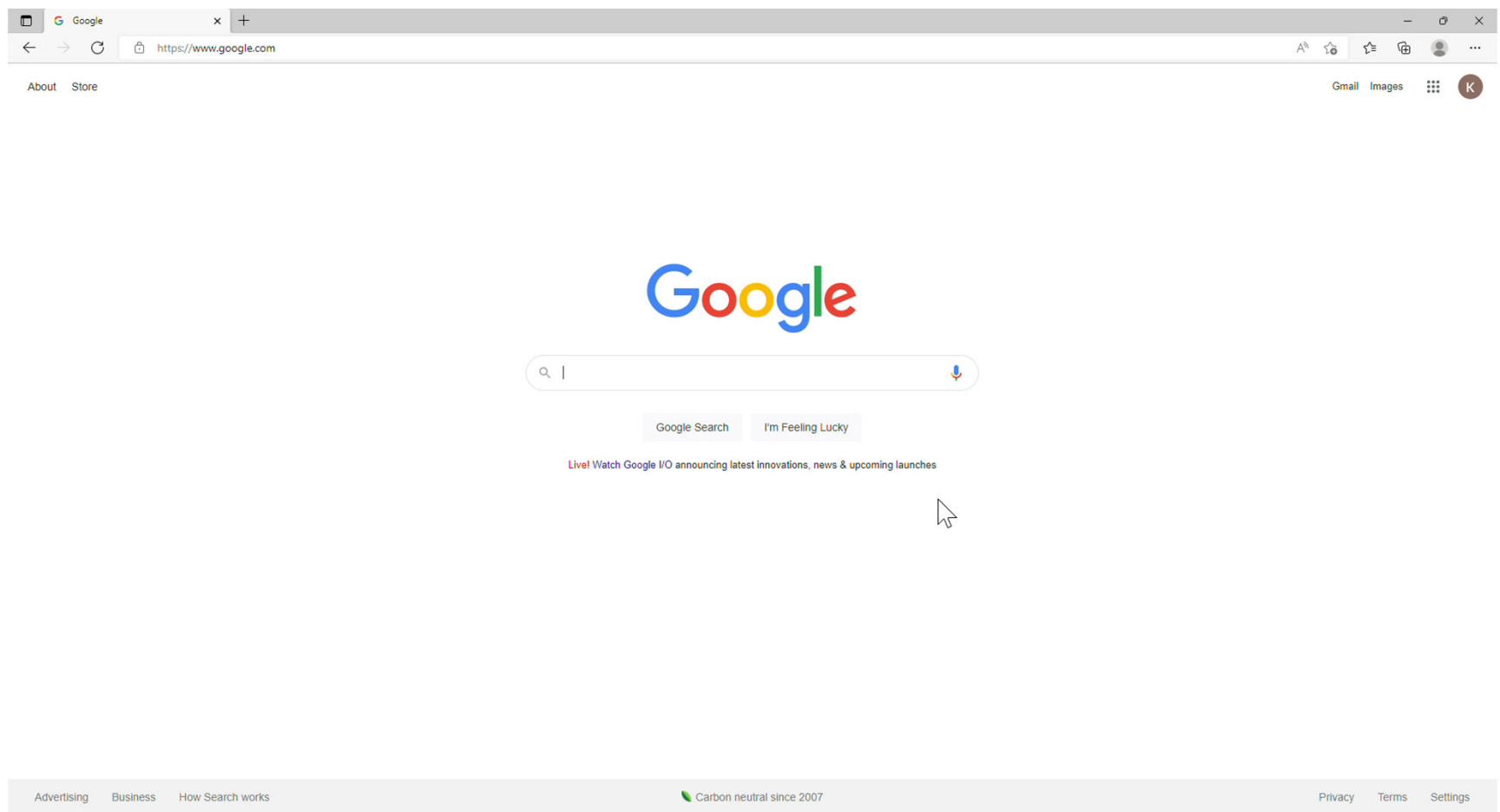
1. Partnership with Headmaster, Wisconsin's Nurse Aide Registry Vendor.
2. Trainee data tracked through TestMaster Universe (TMU).
3. Tests will be paid automatically through TMU.
4. This is in development and not immediately available. In the meantime, please use the trainee tracking forms at [wiscaregiver.com](https://wiscaregiver.com).

# Mentoring

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1. OPTIONAL
2. Resources provided, more info to come
3. Assign mentor within the first month of hire
4. 2 mentees max per mentor at any given time
5. Pay \$500 bonus to mentor for each mentee who achieves 6-month retention
6. TIPS:
  - a. Get started now with staff to get buy-in and feedback
  - b. Create WisCaregiver CNA Mentor specific application

# Employer Next Steps Demo



# Next Steps

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1. Register at [wiscaregiver.com](https://wiscaregiver.com) **OR** verify your info on our map.
2. Fill out trainee tracking forms for CNAs trained since 4/4/22.
3. Create WisCaregiver Careers CNA Trainee application on your careers page.
4. Create WisCaregiver Careers CNA Mentor application on your careers page.
5. Email the application URLs to [WisCaregiverCareers@uwosh.edu](mailto:WisCaregiverCareers@uwosh.edu)
6. Mark your calendar for Thursday, June 16, 2:30pm for our next webinar, featuring Headmaster.

# Q&A

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## Contact Info

- ❖ Please send your questions to [wiscaregiver@whcawical.org](mailto:wiscaregiver@whcawical.org)
- ❖ Mark your calendar for Thursday, June 16, 2:30pm for our next webinar, featuring Headmaster.

