



WISCONSIN DEPARTMENT
of HEALTH SERVICES

WisCaregiver Careers Workforce Solutions

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December 12, 2019



Agenda

- Year in review - 2019
- Important updates
- Hire our graduates campaign
- How to incorporate videos to attract applicants
- Demo of the WisCaregiver website
- Employer responsibilities
- Next steps
- Questions

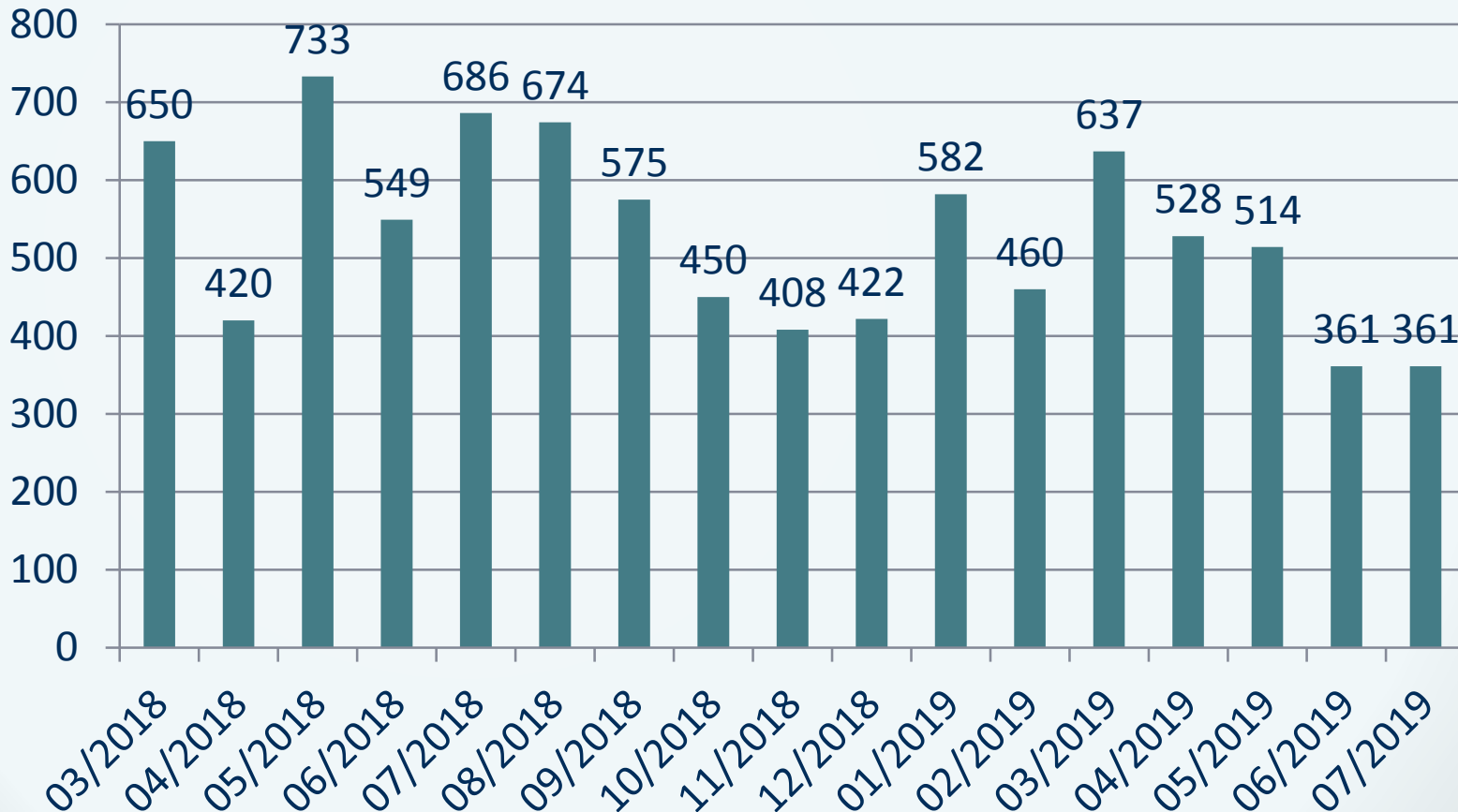
Year in Review 2019

- Latest quarterly data – 9/30/2019



Monthly Registrations

Registrations



Year in Review 2019

Due to the number of current registrants and training enrollees:

- Registration closed 7/31/2019
- Training enrollment closed 8/15/2019

Year in Review 2019

Participants

- 13 technical colleges with approved nurse aide training programs (NATPs)
- 10 private NATPs
- 17 nursing homes with NATPs
- 310 nursing home participants

Year in Review 2019

As of November 30, 2019 there are:

- 9,010 registered for WisCaregiver Careers
- 3,212 students enrolled in training
- 2,171 successfully completed training
- 1,995 completed testing
- 770 employed at WI nursing home
- 872 successfully tested but not employed*

* This is according to our reports however, the majority of these are employed but no employment record has been entered into the tracking system.

Year in Review 2019

- Created 8 videos
 - <https://www.dhs.wisconsin.gov/caregiver-career/graduates.htm>
 - https://www.youtube.com/watch?v=r2a_gXMqZms
 - <https://www.youtube.com/watch?v=oc4fDrKePOk>
 - <https://www.youtube.com/watch?v=YTtUOe-TBlU>
 - <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>

Year in Review 2019

- WisCaregiver Careers highlighted in Governor's Proclamation for Nursing Assistant week - June 13-20
- WCP staff networking
 - 15 states (2 received CMP awards)
 - 1country

Important updates

- August 2019 DHS request to CMS to extend WisCaregiver Careers. CMS denied request.
- September – November DHS appealed, provided additional information. CMS final ruling - CMP funding can not pay for training or testing.
- Focus for 2020 to employ WisCaregivers in participating nursing homes.
- DHS continues to explore ways to extend the program.

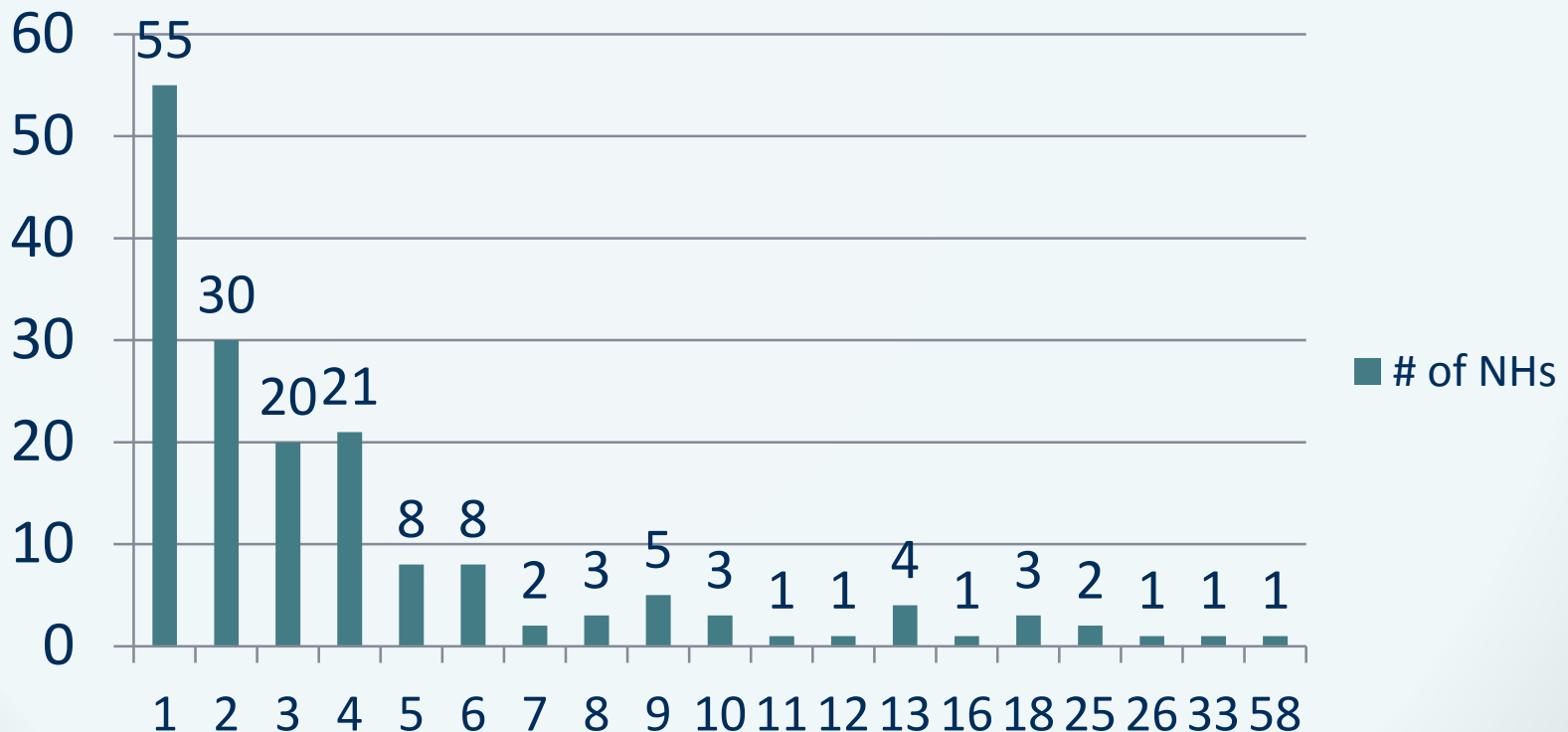
Hire our Graduates



[WisCaregiver
Careers Hire Our
Graduates](#)

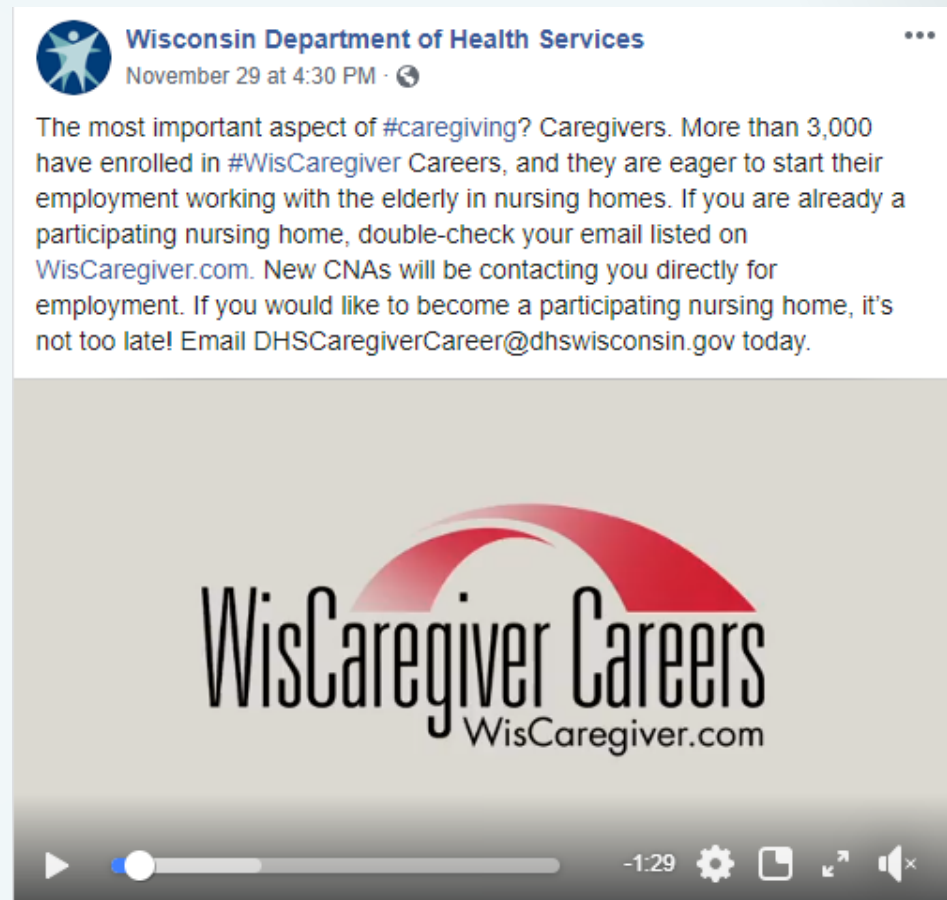
Hired and recorded so far....

of NHs hiring 1 to 58 WisCaregivers - 772



DHS Social Media

See our new Hire
Our Graduates
video DHS social
media platforms



Wisconsin Department of Health Services
November 29 at 4:30 PM · 🌐

The most important aspect of #caregiving? Caregivers. More than 3,000 have enrolled in #WisCaregiver Careers, and they are eager to start their employment working with the elderly in nursing homes. If you are already a participating nursing home, double-check your email listed on WisCaregiver.com. New CNAs will be contacting you directly for employment. If you would like to become a participating nursing home, it's not too late! Email DHSCaregiverCareer@dhs.wisconsin.gov today.

WisCaregiver Careers
WisCaregiver.com

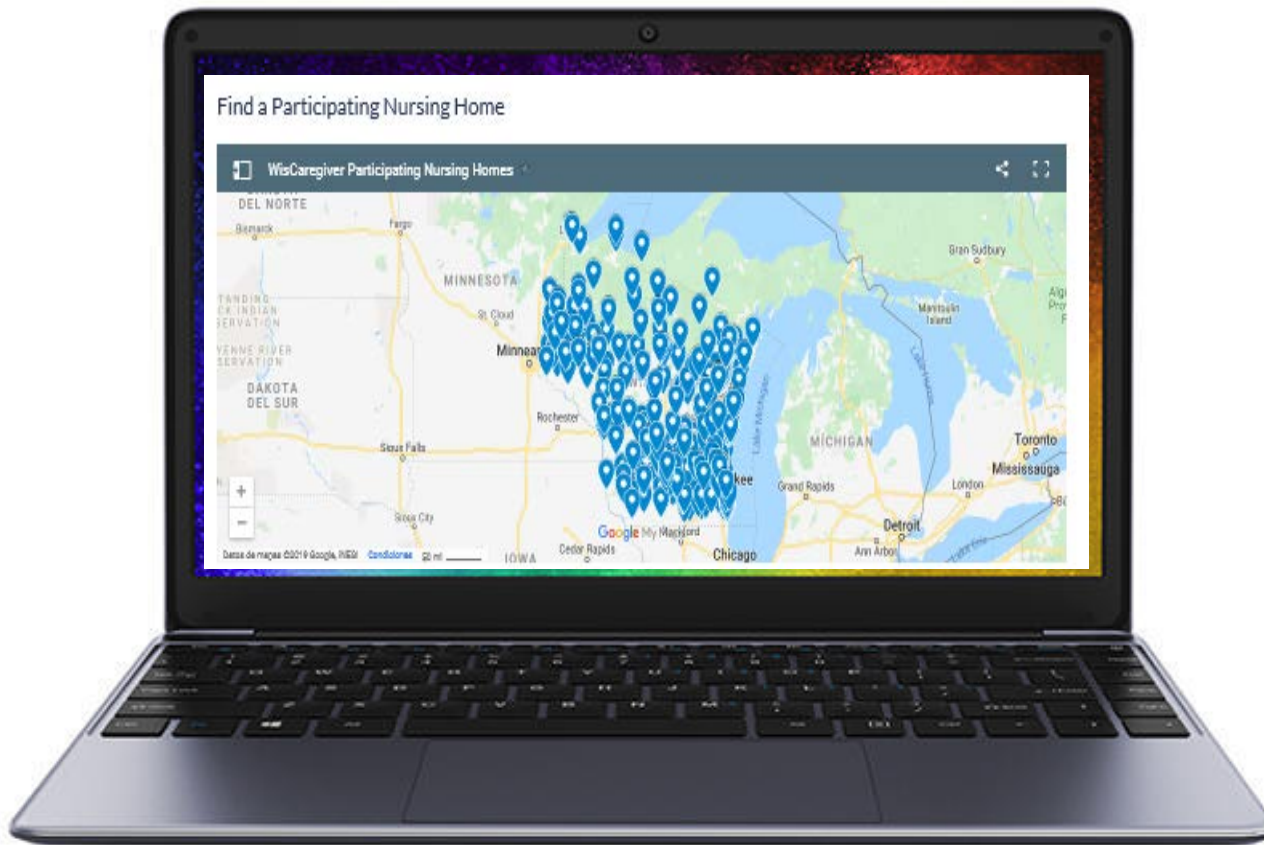
Video player controls: play, progress bar, -1:29, settings, share, expand, volume.

Attracting Applicants

Customize your website

- Use the WisCaregiver Careers videos on your website and social media
- Use #wiscaregiver in your posts
- Use the [WisCaregiver Careers brochures](#) at job fairs

WisCaregiver Website Demo



CNA Page

- www.wiscaregiver.com

WisCaregiver Careers: Adding 3,000 Nursing Home Caregivers



View WisCaregiver nursing homes offering a \$500 retention bonus.

[Learn More](#)

WisCaregiver Careers started with free nurse aide training and testing for caring individuals not currently listed on the Wisconsin Nurse Aide Registry. After successfully completing training and testing, participants apply for a job with a participating nursing home, and receive a \$500 retention bonus after six months of work. Those WisCaregiver nursing homes are listed below. Those in training programs now, or who have just completed a training program, can use the map or tables to contact a participating nursing home about employment. This was previously Step 3 in the process.

For more information about the WisCaregiver Career Program, visit the program overview page.

If you have questions about the WisCaregiver Career Program, email us.

For information about hiring our graduates.

CNA Page

Page features:

- WisCaregiver Careers program information
- Program updates
- Program requirements
- Participating nursing homes

Participating Nursing Home Listings

- Name, location and website
- City (Google Maps link to location)
- County
- Contact Email

WisCaregiver Employer Tips

Check your contact information for accuracy

- List an accurate facility website
- Feature the correct email address

Check if an applicant is a WisCaregiver by:

- Check the nurse aide registry (3rd paragraph):

<https://wi.tmuniverse.com/search>

- Email WisCaregiver Careers:

DHSCaregiverCareer@dhs.wisconsin.gov

This nurse aide is **eligible** to work in federally certified nursing homes, intermediate care facilities for individuals with intellectual disabilities, home health agencies, and hospices.

This nurse aide is **also eligible** to work in hospitals, including critical access hospitals; and state licensed-only facilities and agencies, including assisted living facilities.

This nurse aide has completed nurse aide training and testing through the WisCaregiver Career Program.

This nurse aide has **no substantiated findings** of abuse, neglect or misappropriation of client's property on the Wisconsin Caregiver Misconduct Registry.

Misconduct History

No history of misconduct

Certification History

| Certification | Status | Issued | Expires |
|--------------------------------------|--------|------------|------------|
| Nurse Aide WI03 [REDACTED] | active | 02/14/2019 | 02/28/2021 |

Program Overview Page

WisCaregiver Career Program

WisCaregiver Career Program

[Home](#) [f](#) [t](#) [in](#)



In an effort to attract and retain more nursing home caregivers, the Department of Health Services (DHS) launched the innovative WisCaregiver Careers program on March 1, 2018. DHS received federal approval to invest \$2.3 million to implement WisCaregiver Careers, designed to add approximately 3,000 nurse aides to this high-demand field.

To learn more about the program, refer to the [WisCaregiver Careers Fact Sheet, P-02030](#) (pdf).

Keep Me Posted

Sign up to receive updates <#> on recent developments regarding WisCaregiver Careers.

As of July 31, 2019, more than 9,000 people have registered for the WisCaregiver Careers program. To date more than 3,000 people have enrolled in training. Due to the number of current registrants and training enrollments, both new registration and training enrollment are closed for WisCaregiver Careers until further notice. We are exploring ways to extend the program and re-open registration.

People who are already enrolled in a training program with WisCaregiver Careers can continue with the program as usual. Those in training programs now, or who have just completed a training program can [contact a participating nursing home](#) about employment.

Newsletter Updates

- December 2018/January 2019 (pdf)
- October/November 2018 (pdf)
- August/September 2018 (pdf)
- June/July 2018 (pdf)
- April/May 2018 (pdf)
- March 2018 (pdf)
- January 2018 (pdf)

Caregiver Workforce Issues

- As Healthcare Workers Burn Out, Elderly Patients Can Suffer <#>
- Socioeconomic Portrait of Today's Senior Living Employee <#>
- Long-Term Care Workforce Crisis: 2018 Report <#> (pdf)
- Health Care Employment Projections, 2016-2026 <#> (pdf)
- Improved Training Reduces CNA staff Turnover Rates <#>
- Caregiver Shortage Reaches Critical Stage <#>
- The Working Poor Families Project <#> (pdf)
- Long-Term Care: Worker Recruitment and Retention Resources <#>
- WHA 2018 Health Care Workforce Report <#>
- AHCA Workforce Resource Center <#>

Marketing and Recruitment [^](#)

Training and Testing [^](#)

Workforce Solutions [^](#)

WisCaregiver Careers in the News [^](#)

Program Overview Page

Key features:

- Marketing and Recruitment, Training, Testing, Workforce Solutions Webinars
- Sign up to receive program updates:
https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430
- Send us questions via email:
DHSCaregiverCareer@dhs.wisconsin.gov

Use Program Resources

Link to:

www.wiscaregiver.com

You can also link to our new graduates page:

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

WisCaregiver Careers: Hire Our Graduates



Nursing Homes—Don't Miss This Hiring Opportunity

Recruiting and retaining certified nursing assistants who are committed to serving the elderly in Wisconsin has never been easier. More than 2,100 students successfully completed WisCaregiver Careers nurse aide training with a specific interest in working with our state's elderly residents. Over 1,000 have successfully completed nurse aide testing. WisCaregiver Careers graduates are excited to begin their careers in health care and to help the citizens who have contributed to the success of our communities.

Now is the time to hire these dedicated CNAs

- Double-check that your email address listed on WisCaregiver.com is correct. Certified nurse aides trained through WisCaregiver Careers will be contacting you directly for employment. They are motivated to work for six months at participating nursing homes, as they will then become eligible to receive a \$500 bonus (paid for by the participating nursing homes).
- If you have any updates to your nursing home's listing, please email us at DHSCaregiverCareer@dhs.wisconsin.gov. We know you care for the most important residents in our state, and that caregivers are essential to your success. The qualified graduates of WisCaregiver Careers will be excellent additions to your team.

WisCaregiver Employers

As an employer participant it is important to enter the data timely in the tracking system.

- Enter date the WisCaregiver was hired, for current employees, when the CNA started working as a nurse aide.
- Employers complete the 6 month employment survey or if employment ended prior to the 6 months or changed their status.

Next Steps

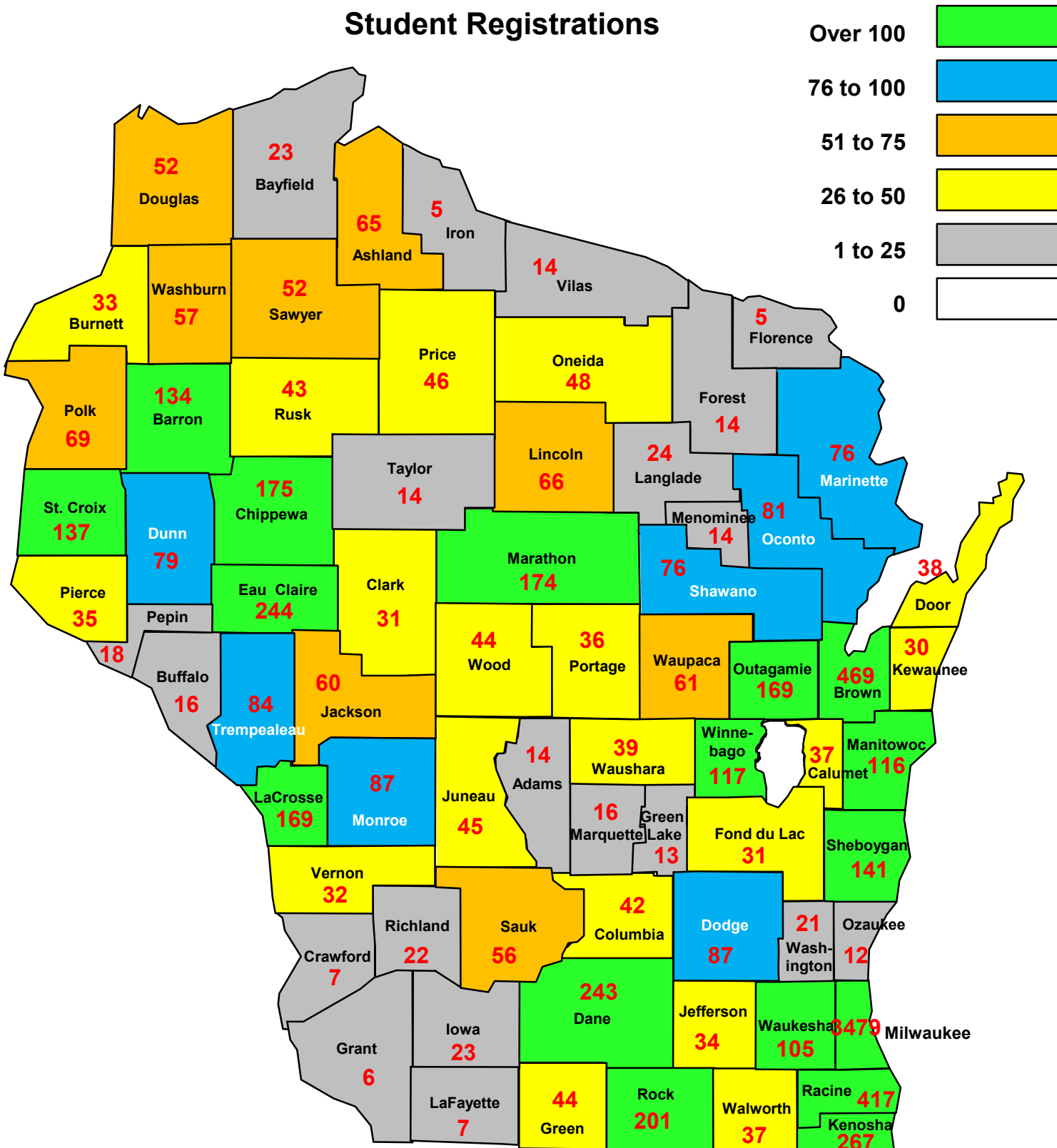
- WisCaregiver Careers continue through 2020 - focus on employing
- Respond to the mailbox, provide updates support WisCaregiver and the employers
- Surveys to training programs and students
- Continues to explore funding options
- Periodic webinars in 2020
- Governor's Caregiver Taskforce

Resources

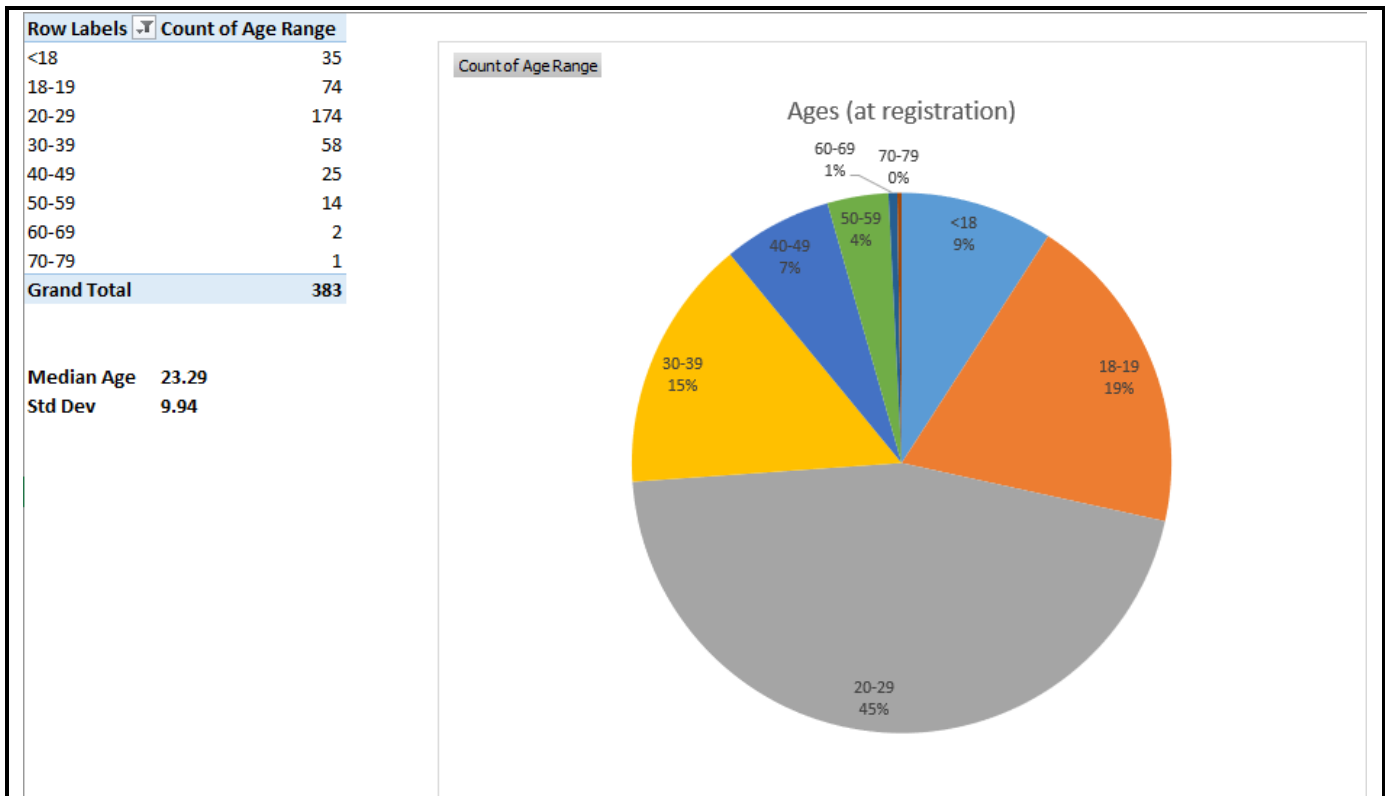
- **Mailbox:** dhscaregivercareer@dhs.wisconsin.gov
- **Website:** www.dhs.wisconsin.gov/caregiver-career/index.htm
- **Student webpage:** www.wiscaregiver.com
- **Listserv:** https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430

Questions

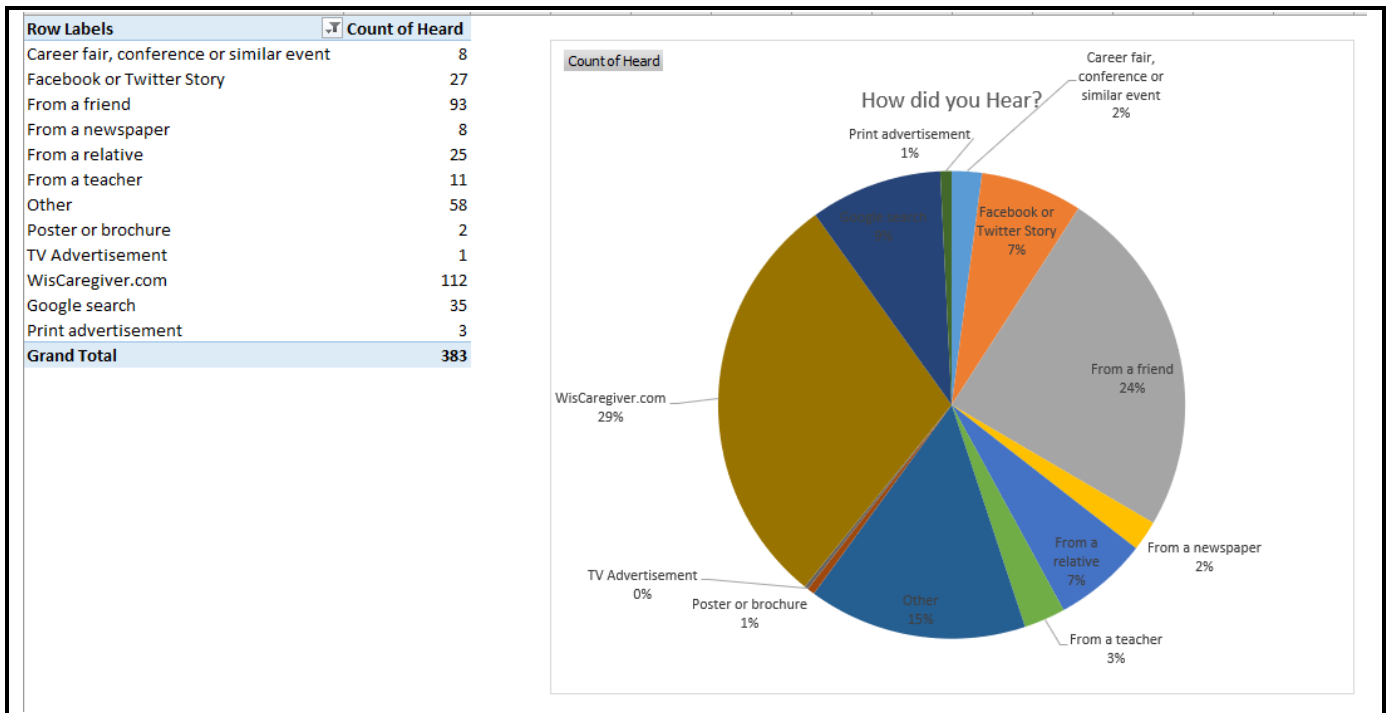
Student Registrations



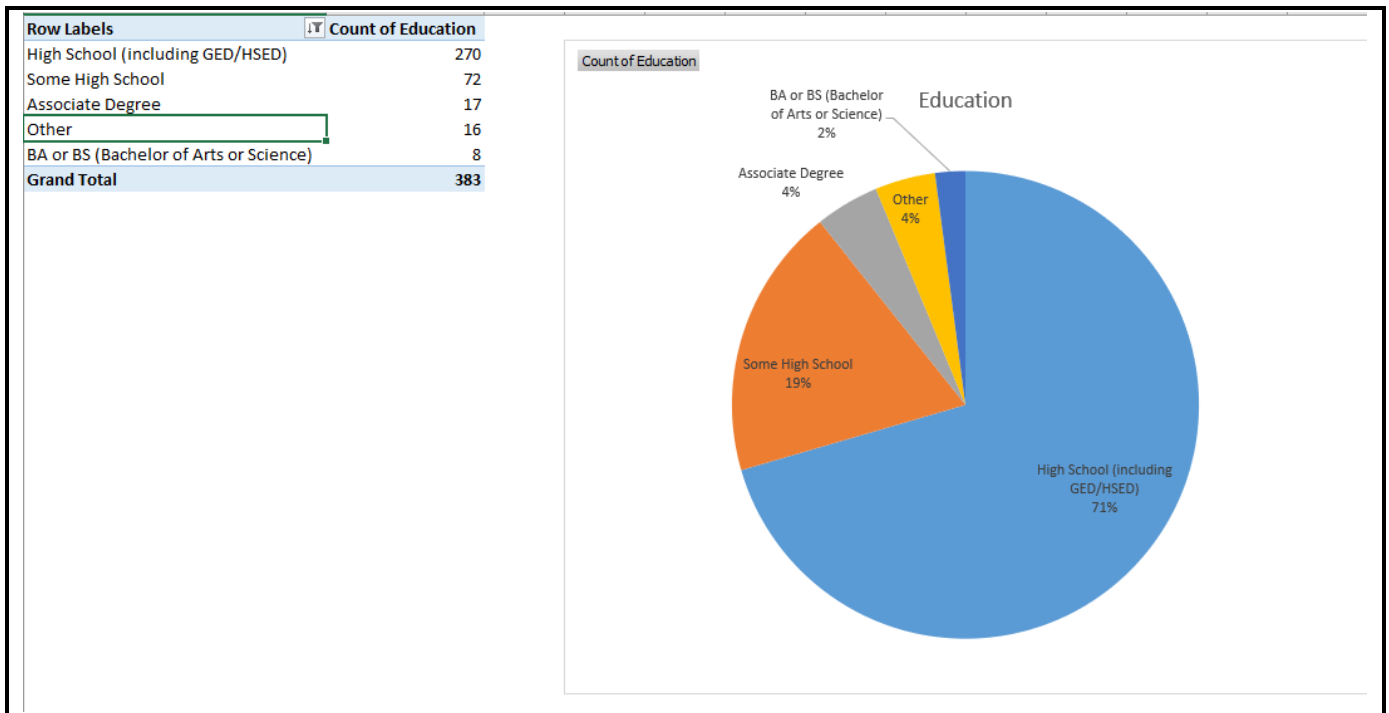
WisCaregiver Career Program
Report: July 1, 2019 to September 30, 2019
Age Ranges



WisCaregiver Career Program
Report: July 1, 2019 to September 30, 2019
How Participants Heard of the Program



WisCaregiver Career Program
Report: July 1, 2019 to September 30, 2019
Education Levels





WisCaregiver Career Program
 Report: July 1, 2019 to September 30, 2019
Registration by Training Program

| Row Labels | Count of NH_Training_Facility |
|---|-------------------------------|
| Clearview | 7 |
| Dove Healthcare Osseo | 4 |
| Dove Healthcare West | 34 |
| Dove Healthcare Wisconsin | 26 |
| Greenway Manor | 6 |
| Ingelside | 4 |
| Plum City Care Center | 6 |
| Randolph Health Services | 22 |
| St. Croix County Health and Rehabilitation Center | 20 |
| Villa Maria-Hurley | 3 |
| Grand Total | 132 |

| Row Labels | Count of TC_Training_Facility |
|--|-------------------------------|
| Blackhawk Technical College | 3 |
| Chippewa Valley Technical College | 6 |
| Fox Valley Technical College | 3 |
| Gateway Technical College | 31 |
| Lakeshore Technical College | 4 |
| Mid-State Technical College | 3 |
| Milwaukee Area Technical College | 1 |
| Nicolet Area Technical College | 6 |
| Northcentral Technical College | 12 |
| Northeast Wisconsin Technical College | 48 |
| Western Technical College | 19 |
| Wisconsin Indianhead Technical College | 14 |
| Grand Total | 150 |

| Row Labels | Count of PNH_Training_Facility |
|---------------------------------------|--------------------------------|
| Amber House, Inc. | 80 |
| Paramount 360 | 28 |
| Quality CNA Training LLC - Green Bay | 28 |
| Quality CNA Training LLC - Kaukauna | 10 |
| Quality CNA Training LLC - La Crosse | 10 |
| Quality CNA Training LLC - Manitowoc | 15 |
| Quality CNA Training LLC - Monona | 11 |
| Quality CNA Training LLC - Waupaca | 6 |
| Quality Health Care Options | 25 |
| Quality CNA Training LLC - New Glarus | 12 |
| Grand Total | 225 |



WisCaregiver Career Program
Report: July 1, 2019 to September 30, 2019
Employed Students

| Row Labels | Count of Employment Start |
|---|---------------------------|
| BARRON CARE AND REHABILITATION | 2 |
| BREWSTER VILLAGE | 1 |
| BROOKSIDE CARE CENTER | 2 |
| CLARK COUNTY REHABILITATION & LIVING CENTER | 1 |
| CLEARVIEW | 5 |
| CORNELL HEALTH SERVICES | 1 |
| COURT MANOR HEALTH SERVICES | 1 |
| DEERFIELD CARE CENTER, LLC | 3 |
| DOVE HEALTHCARE - BLOOMER | 1 |
| DOVE HEALTHCARE - OSSEO | 1 |
| DOVE HEALTHCARE - RICE LAKE | 1 |
| DOVE HEALTHCARE-WEST | 5 |
| EVERGREEN HEALTH CENTER | 2 |
| FREDERIC NURSING AND REHABILITATION COMMUNITY | 2 |
| GOLDEN AGE MANOR | 4 |
| GRACE LUTHERAN COMMUNITIES - RIVER PINES | 1 |
| HILLVIEW HEALTH CARE CENTER | 1 |
| HOLTON MANOR | 1 |
| INGLESIDE MANOR | 1 |
| LAKEVIEW HEALTH CENTER | 3 |
| NEW GLARUS HOME, INC | 1 |
| NORSELAND NURSING HOME | 1 |
| ODD FELLOW HOME | 1 |
| ONALASKA CARE CENTER | 1 |
| PARK VIEW HOME | 3 |
| PINE HAVEN CHRISTIAN HOME | 3 |
| PLUM CITY CARE CENTER | 2 |
| RENNES HEALTH AND REHAB CENTER-APPLETON | 2 |
| RENNES HEALTH AND REHAB CENTER-DEPERE | 3 |
| RENNES HEALTH AND REHAB CENTER-RHINELANDER | 4 |
| ROCKY KNOLL HEALTH CARE FACILITY | 1 |
| ROLLING HILLS REHABILITATION CENTER | 4 |
| SHELL LAKE HEALTH CARE CENTER | 4 |

CENTER FOR COMMUNITY DEVELOPMENT, ENGAGEMENT AND TRAINING (CCDET)
 UNIVERSITY OF WISCONSIN OSHKOSH • 800 ALGOMA BLVD • OSHKOSH WI 54901-8688
 (920) 424-3034 • FAX (920) 424-1112

| | |
|--|---|
| ST JOSEPH'S HOME AND REHABILITATION CENTER | 1 |
| ST PAUL ELDER SERVICES, INC | 9 |
| SUPERIOR REHABILITATION CENTER LLC | 1 |
| WATER'S EDGE | 3 |
| WISSOTA HEALTH AND REGIONAL VENT CENTER | 2 |
| WOODSIDE LUTHERAN HOME | 4 |
| PARK MANOR LTD | 4 |
| MANORCARE HEALTH SERVICES | 1 |
| NAZARETH HEALTH AND REHAB CENTER | 1 |
| WOODLAND VILLAGE NURSING HOME | 1 |
| SSM HEALTH ST CLARE MEADOWS CARE CENTER | 1 |
| BETHANY RIVERSIDE | 3 |
| WHEATON FRANCISCAN HEALTHCARE-LAKESHORE MANOR | 1 |
| SAUK COUNTY HEALTH CARE CENTER | 1 |
| GREENWAY MANOR | 8 |
| KINNIC HEALTH AND REHAB | 1 |
| SHAWANO HEALTH SERVICES | 2 |
| GLENHAVEN, INC | 2 |
| RENNES HEALTH AND REHAB CENTER-EAST | 1 |
| NORTH CENTRAL HEALTH CARE | 2 |
| COLUMBIA HEALTH CARE CENTER | 1 |
| BALDWIN CARE CENTER, INC | 2 |
| ATRIUM POST ACUTE CARE OF NEW HOLSTEIN | 1 |
| HERITAGE MANOR | 1 |
| MANORCARE HEALTH SERVICES-WEST | 1 |
| MARINUKA MANOR | 1 |
| GRANCARE NURSING CENTER | 1 |
| THE VILLA AT LINCOLN PARK | 1 |
| CROSSROADS CARE CENTER OF MILWAUKEE | 1 |
| BELMONT NURSING AND REHABILITATION CENTER | 1 |
| HOPE HEALTH AND REHABILITATION | 1 |
| RANDOLPH HEALTH SERVICES | 9 |
| PINE VIEW CARE CENTER | 2 |
| OAK RIDGE CARE CENTER | 1 |
| ATRIUM POST ACUTE CARE OF STEVENS POINT | 2 |
| RENNES HEALTH AND REHAB CENTER-WEST | 1 |
| MAPLE RIDGE HEALTH SERVICES | 1 |
| CONGREGATIONAL HOME, INC | 1 |
| MAPLEWOOD OF SAUK PRAIRIE | 1 |
| DOOR COUNTY MEMORIAL HOSPITAL SNF | 1 |
| SHERIDAN MEDICAL COMPLEX (THE BAY AT SHERIDAN) | 1 |
| THE PAVILION AT GLACIER VALLEY | 1 |
| ASHLAND HEALTH AND REHABILITATION CENTER | 1 |
| EVANSVILLE MANOR | 4 |
| PLEASANT VIEW NURSING HOME | 2 |

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| | |
|---|------------|
| ALGOMA MEDICAL CENTER | 1 |
| KENSINGTON CARE AND REHAB CENTER | 1 |
| MITCHELL MANOR | 1 |
| BURLINGTON REHABILITATION AND CARE CENTER | 1 |
| COLUMBUS HEALTH AND REHAB | 1 |
| RIDGEWOOD CARE CENTER | 2 |
| ASPIRUS PLEASANT VIEW | 2 |
| SUNNY RIDGE REHABILITATION CENTER LLC | 1 |
| MANORCARE HEALTH SERVICES-PEWAUKEE | 2 |
| HERITAGE OF ELMWOOD NURSING HOME | 1 |
| Grand Total | 171 |

WisCaregiver Career Program
Report: July 1, 2019 to September 30, 2019

Race

