

# Growing Our Own

Cultivating Health Career  
Pathways in Santa Cruz County

2022 HIP  
Annual  
Community  
Forum

# Welcome & Announcements



**Maritza Lara**

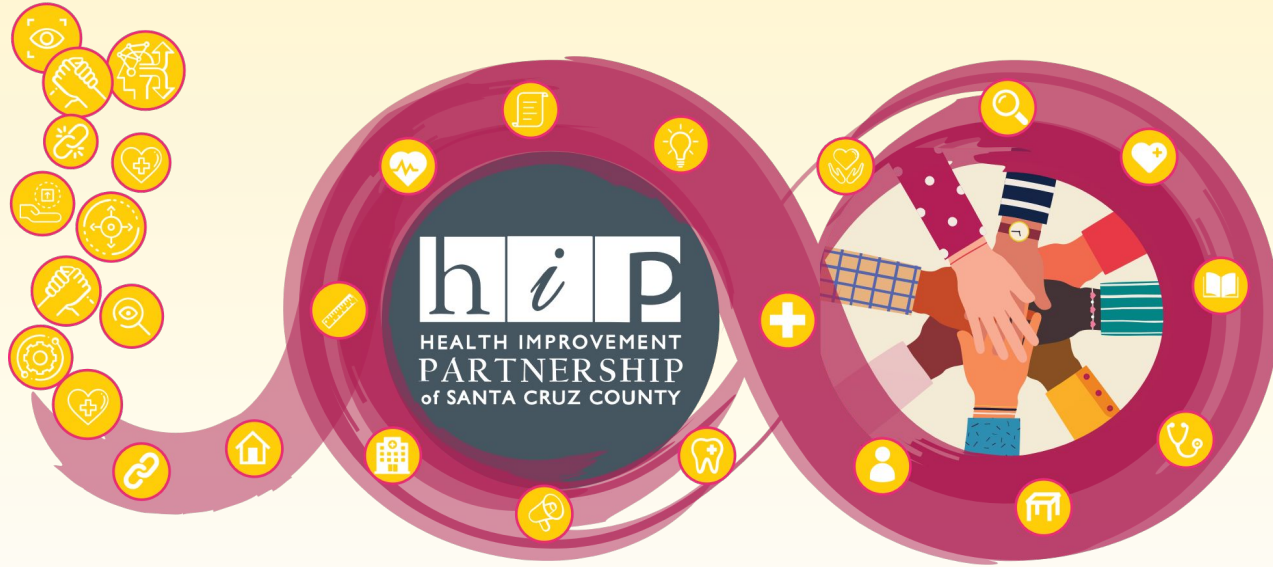
*Interim Executive Director*  
Health Improvement  
Partnership of Santa Cruz  
County



**Monica Martinez**

*Encompass Community Services, CEO*  
*Board Member*  
Health Improvement Partnership of  
Santa Cruz County

# Thank You Elisa!





# Thank You to Our Sponsor:



**Workforce**  
Santa Cruz County



# Forum Planning Committee



**Hayley Mears**

Workforce  
Development  
Program  
Manager /  
Content Lead



**Maya Reed**

Program  
Assistant / Event  
Coordinator  
Lead



**Laura Wishart**

Program Manager  
/ Community  
Impact Award  
Lead



**Maria Estela  
Jerezano**

Program Assistant  
/ Marketing &  
Outreach



**Gustavo  
Indarose**

Program  
Coordinator /  
South County  
Outreach



**Melanie Lopez**

Health Career  
Connections  
Intern

# Health Workforce Council



**Hayley Mears**

*Workforce Development  
Program Manager*  
Health Improvement  
Partnership of Santa  
Cruz County

# Santa Cruz County Health Workforce Council

In partnership with the Santa Cruz County Workforce Development Board, the Health Improvement Partnership of Santa Cruz County aims to build, strengthen and diversify the Santa Cruz health workforce with qualified individuals who can best support and provide health services to the community. We aim to increase opportunities for Santa Cruz County residents to advance in health professions and align and expand education and training through pipeline programs, work-based learning, and continued professional development opportunities. Building off of the qualitative data in our *Health Workforce Listening Tour in Santa Cruz County: Findings and Recommendations for the Santa Cruz County Health Workforce Council* we launched the Health Workforce Council (HWC) and identified six workforce tracks to focus on for the next three-five years.

**Behavioral Health &  
Health Social Workers**

**Community Health Workers**

**Medical Assistants**



**Nurses**

**Physicians, Pediatricians,  
& Clinicians**

**Technicians: Phlebotomy,  
Radiology, & Surgical**



***Chief Executive  
Officer***

**Futuro Health**

VAN TON-QUINLIVAN

Foreword by Marina Gorbis, Institute for the Future

# Work ForceRx

Agile and Inclusive Strategies for  
Employers, Educators and Workers  
in Unsettled Times

Connecting  
People with  
the Right Skills  
for the  
Right Jobs

## Growing our Own: Cultivating Health Career Pathways

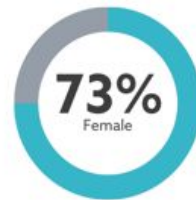
Van Ton-Quinlivan

@WorkforceVan

vtq@futurohealth.org

All rights  
reserved.





### **Our Mission:**

Futuro Health's nonprofit mission is to improve the health and wealth of communities by growing the largest network of allied healthcare workers in the nation.

### **Our Workforce Development Expertise:**

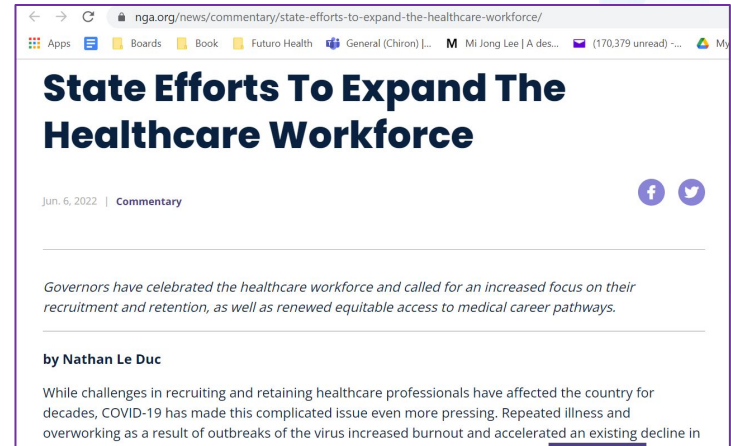
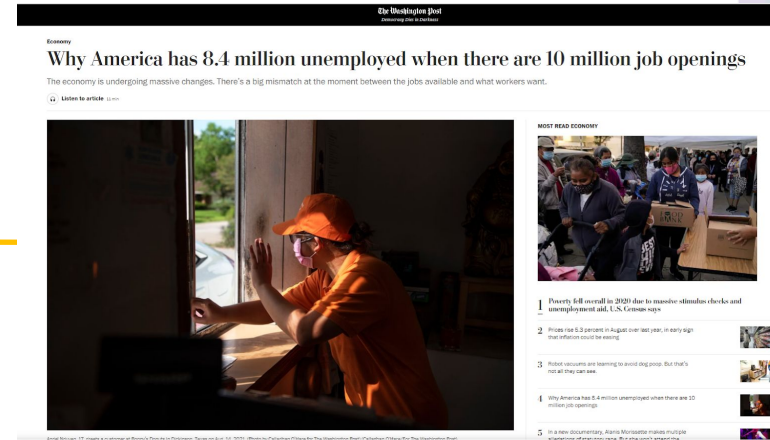
Futuro Health makes education journeys into allied health careers possible by growing the talent that employers need and creating a path to opportunity that workers want.



# The Healthcare Workforce

500,000 new workers needed in California alone

- **Retention and cost challenges trouble the current workforce**, exacerbated by the pandemic
- **Reskilling challenges and elimination of roles** as more technology is deployed
- **Desire to add diversity in new hires** for better health outcomes and deliver on their commitment to local communities



# Solutions Framework for Tackling Workforce Challenges





## Challenge | Solution

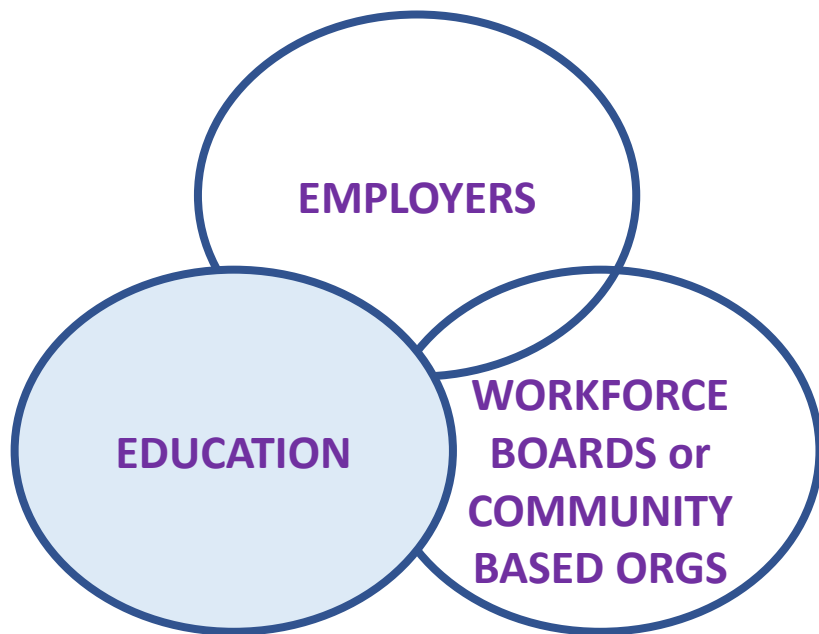
### Making the Fire Hose and the Garden Hose Work Together



- ✓ Take the lead
- ✓ Establish hiring requirements
- ✓ Hire
- ✓ Form a consortia to aggregate jobs
  - Across divisions
  - Suppliers
  - Adjacent industries
  - Competitors

# Challenge | Solution

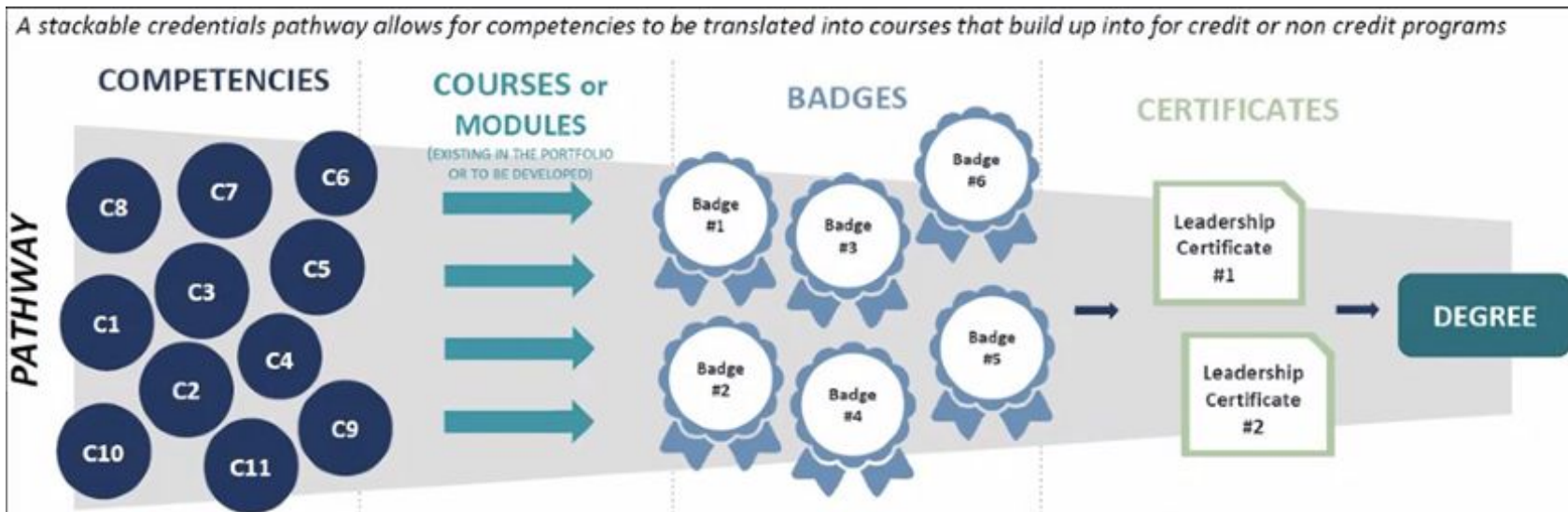
## Stacking Credentials to Create On-Ramps and Off-Ramps



- ✓ Close the gap
  - 2-year colleges
  - 4-year universities
  - Online platforms
  - Employer training
  - Apprenticeships
  - Other
  
- ✓ Unbundle/rebundle education
  - Competencies
  - Courses
  - Badges
  - Certificates
  - Degrees

# Challenge | Solution

## Stacking Credentials to Create On-Ramps and Off-Ramps



# Health IT Specialist

## First Job



Soft Skills - Human Touch  
Healthcare



Google IT  
Certification



John Hopkins Health IT  
Course



Live Student  
Navigators



Career  
Counseling

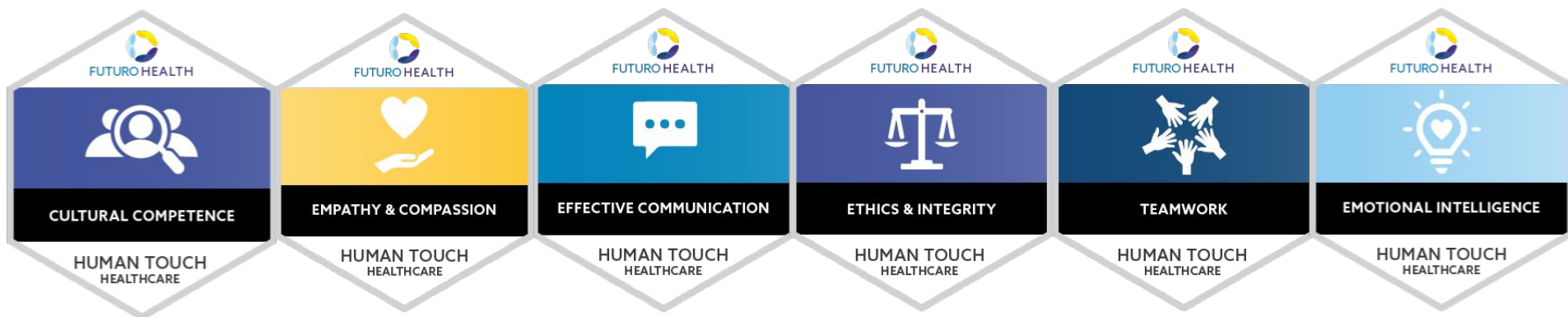


Data Science  
Infrastructure



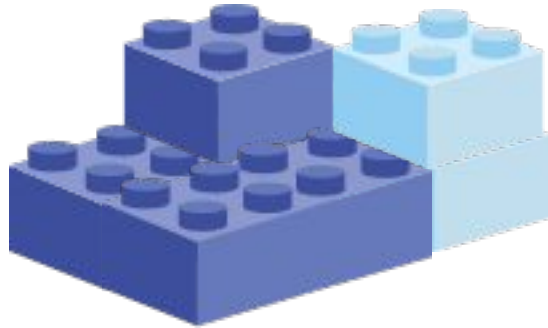
Tuition  
Scholarship

## Applying the framework: “Soft skills”

Human  
Touch  
Healthcare™

# Health IT Specialist to BS-level Roles

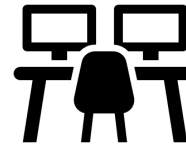
Next Job



Health IT  
Specialist



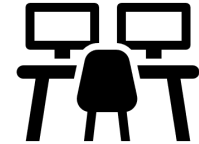
BS Data Science  
BS Cybersecurity  
BS Computer  
Science



Go to  
work

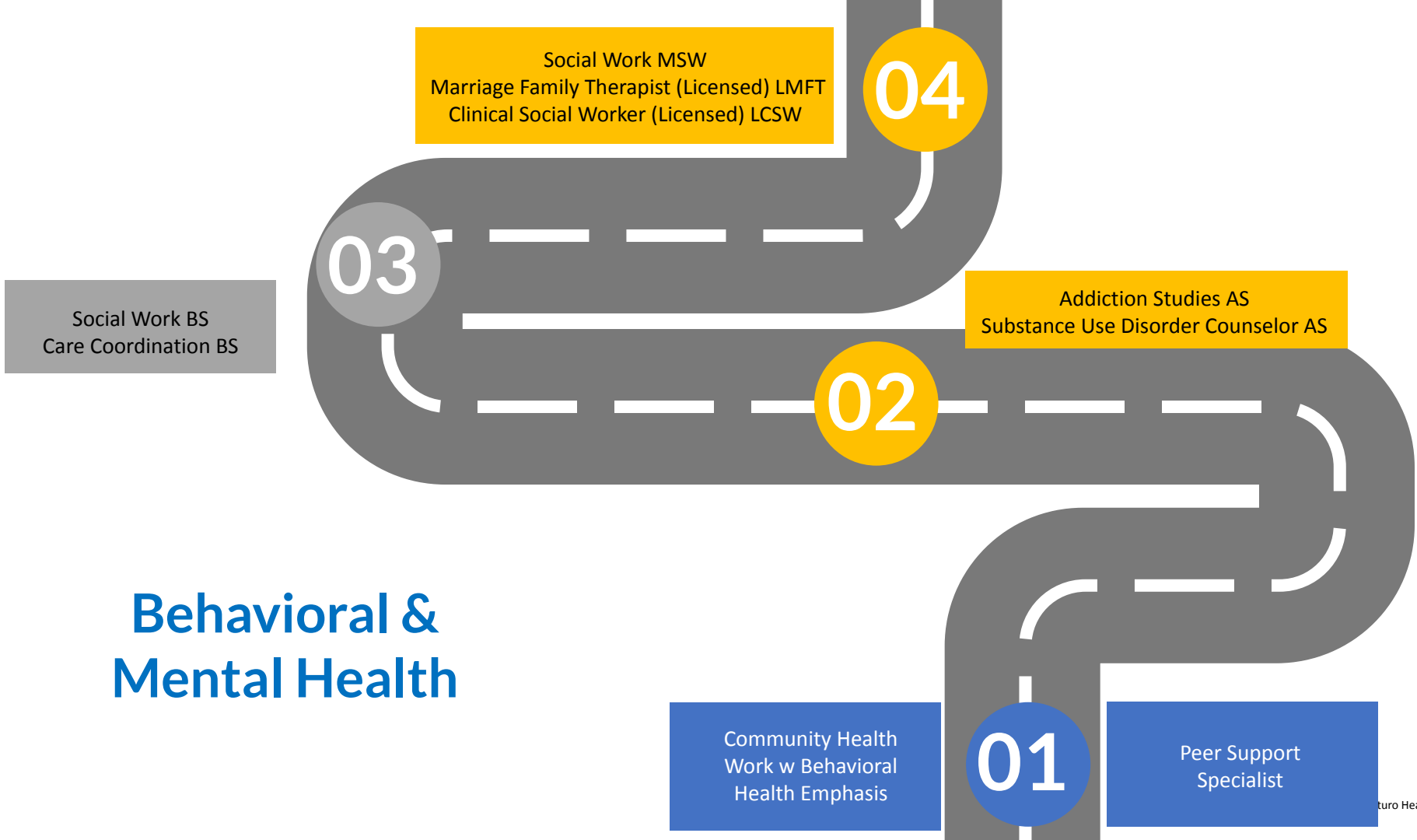


MS in Health  
Informatics



Go to  
work

# Behavioral & Mental Health



# CNA to Nursing Pathway



Nursing Assistant  
Certified



Vocational Nurse  
Licensed



Registered Nurse  
Licensed ADN



Registered Nurse  
Bachelors

## Specialties



- ER, OR, Psychiatric

## Nursing Retention



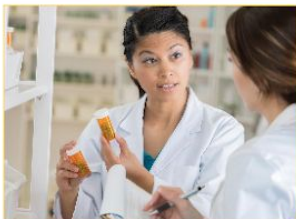
- Preceptor training  
- First-year persistence



# Partners are welcomed.

Contact us at [partnership@futurohealth.org](mailto:partnership@futurohealth.org).

## PHARMACY TECHNICIAN PROGRAM



Pharmacy technicians work under the direct supervision of a pharmacist; conduct the more basic, repetitive activities of preparing prescription medicines for patients, such as counting pills, putting medicines in containers, labeling, and packing.

[VIEW MORE & NOTIFY](#)

## STERILE PROCESSING TECHNICIAN PROGRAM



The Sterile Processing Technician prepares, sterilizes, installs, and cleans laboratory or healthcare equipment. They may perform routine laboratory tasks and operate or inspect equipment.

[VIEW MORE & NOTIFY](#)

## MEDI-CAL PEER SUPPORT SPECIALIST



A Medi-Cal Peer Support Specialist is an adult (18-year-old or older) person who has self-identified as having lived experience or supported a family member with the recovery process from mental illness, substance use disorder, or other significant traumas. Futuro Health is a California Mental Health Service Authority (CalMHSA)-approved vendor of the Medi-Cal Peer Support Specialist training.

[VIEW MORE & NOTIFY](#)

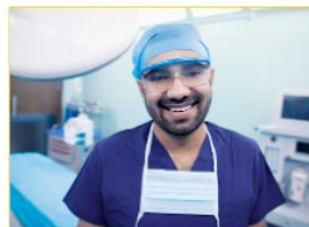
## BEHAVIORAL HEALTH MICRO-CREDENTIAL



Behavioral health is the promotion of mental health, resilience and wellbeing. It includes the recognition and treatment of mental and substance use disorders and supports those who experience and/or are in recovery from these conditions, along with their families and communities. It also includes treatment and support of behavior changes for better health, including weight loss, smoking cessation, and eating disorder for example...

[VIEW MORE & NOTIFY](#)

## ENGLISH READINESS FOR ALLIED HEALTH (FOR SPANISH SPEAKERS)



As an allied health professional, you will use English every day with patients and team members. This course is for Spanish speakers who want to improve their English vocabulary and ability to communicate effectively in a healthcare setting.

[VIEW MORE & APPLY](#)

# Bringing the community into allied health.

Contact us at [partnership@futurohealth.org](mailto:partnership@futurohealth.org).

## Recruitment Tracking



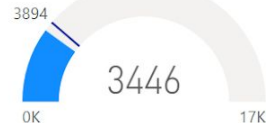
### Pathway Name

- ☐ Behavioral Health Microcredential
- ☐ Community Health Worker with Behavioral Health
- ☐ Future Programs
- ☐ Health IT Specialist
- ☐ Healthcare Data Analytics
- ☐ Healthcare Project Management
- ☐ Medical Assisting
- ☐ Patient Care Representative
- ☐ Peer Support Specialist
- ☐ Pharmacy Technician
- ☐ Phlebotomy
- ☐ Sterile Processing Technician

### Year

- ☐ 2021
- ☒ 2022

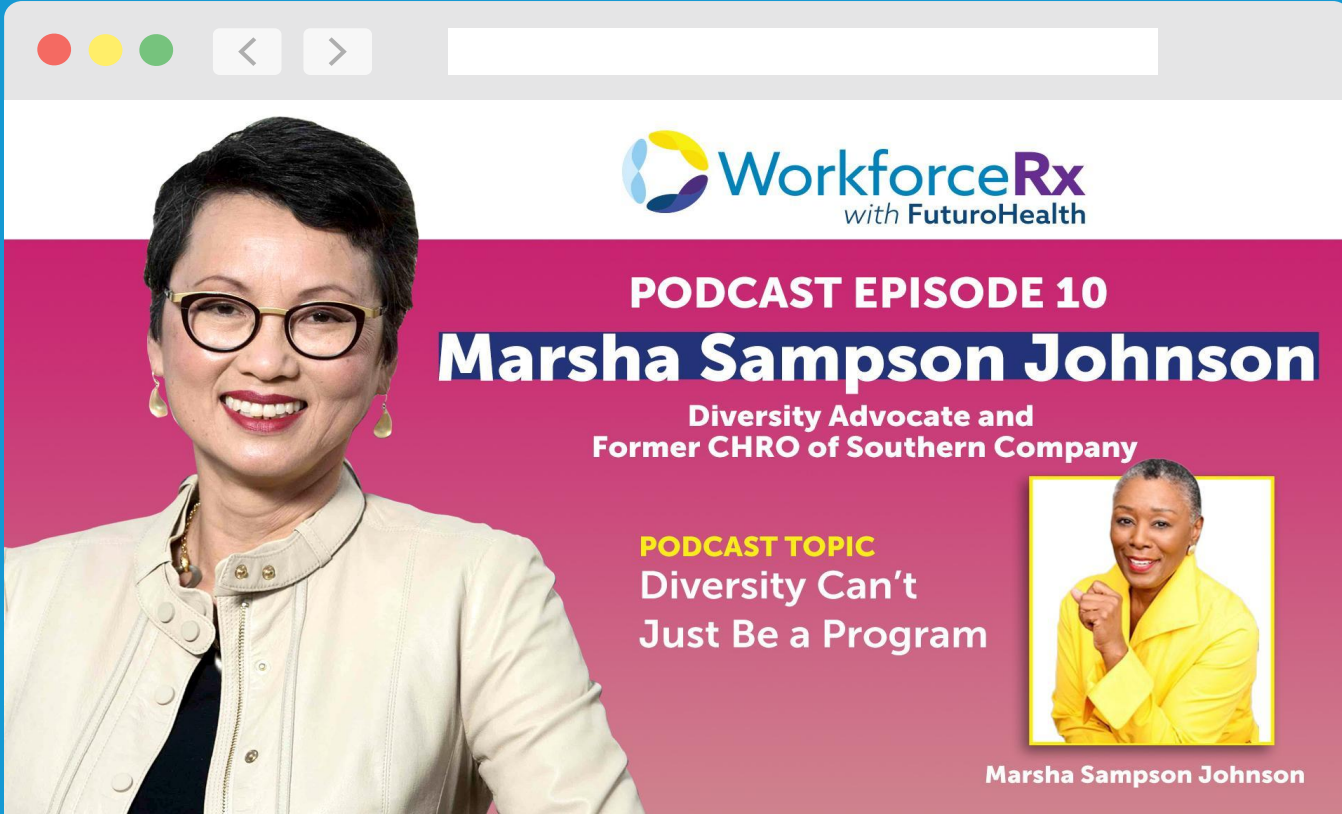
### Progress to Goal



Pathway Name	Enrolled Regardless of Drops	Enrolled Excluding Drops	Max Seats	Remaining Seats	Goal	Enrolled - Goal	Actual in Pipeline	Expected to Enroll in Pipeline	(Enrolled + Expected to Enroll) - Goal
Behavioral Health Microcredential	81	75	90	8	75	6	50	31	37
Community Health Worker with Behavioral Health	136	132	115	0	100	36	103	0	36
Future Programs					60	-60		0	-60
Health IT Specialist	112	112	150	0	164	-52	37	0	-52
Healthcare Data Analytics	47	45	395	0	66	-19	22	0	-19
Healthcare Project Management	17	17	306	0	38	-21	17	0	-21
Medical Assisting	1373	1316	3036	489	1966	-593	615	389	-204
Patient Care Representative	153	143	165	19	150	3	116	74	77
Peer Support Specialist	1	1	500	0	75	-74	0	0	-74
Pharmacy Technician	252	247	285	88	250	2	109	68	70
Phlebotomy	854	837	11935	4120	675	179	303	187	366
Sterile Processing Technician	420	402	265	14	275	145	173	106	251
<b>Total</b>	<b>3446</b>	<b>3327</b>	<b>17242</b>	<b>4738</b>	<b>3894</b>	<b>-448</b>	<b>1545</b>	<b>855</b>	<b>407</b>

# STAY **CONNECTED** & UP TO DATE

futurohealth.org/**podcast**



The image is a screenshot of a web browser window. The browser's address bar is empty. The webpage has a white header with the logo for "WorkforceRx with FuturoHealth". The logo consists of a stylized circular icon with blue and yellow segments, followed by the text "WorkforceRx" in blue and "with FuturoHealth" in a smaller, grey font. Below the header is a large pink banner. On the left side of the banner is a large portrait of Marsha Sampson Johnson, a woman with short dark hair, wearing glasses and a light-colored jacket. To the right of the portrait, the text "PODCAST EPISODE 10" is written in white, followed by "Marsha Sampson Johnson" in a large, bold, white font. Below her name, it says "Diversity Advocate and Former CHRO of Southern Company" in a smaller white font. Further down, the text "PODCAST TOPIC" is written in yellow, followed by "Diversity Can't Just Be a Program" in white. On the right side of the banner is a smaller portrait of Marsha Sampson Johnson, this time wearing a bright yellow jacket. Below this smaller portrait, the name "Marsha Sampson Johnson" is written in white.

**WorkforceRx**  
with FuturoHealth

**PODCAST EPISODE 10**

**Marsha Sampson Johnson**

Diversity Advocate and  
Former CHRO of Southern Company

**PODCAST TOPIC**  
Diversity Can't  
Just Be a Program

**Marsha Sampson Johnson**



***President & Principal  
Researcher***

**BW Research**



[bw]

RESEARCH  
PARTNERSHIP

# 2022 State of the Workforce & Healthcare Changes & Challenges

September 2022

PRODUCED FOR THE SANTA CRUZ COUNTY  
WORKFORCE DEVELOPMENT BOARD



**Workforce**  
Santa Cruz County



[bw]

RESEARCH  
PARTNERSHIP

## **Santa Cruz County: State of the Workforce**



## Key Finding (#1)

## The SCC Labor Market is Shrinking



## The SCC Labor Market is Shrinking.

- **Labor Force Participation Rate (LFPR) declined pre-pandemic**
  - Demographic Composition
  - Educational Attainment
  - Immigration & Net Migration
  - Culture & Barriers to Work
- **Pandemic accelerated LFPR decline**
- **6,400 fewer workers in December 2021 than December 2019**
- **Net migration of -4,600 people between July 2019 and July 2021**



## What is Changing & What is Recovering

- **People are not going back to the office like they were pre-pandemic**
  - What impact does this have in the demand for office space in SCC?
  - Are there opportunities for more satellite offices in SCC?
- **People are not spending as much time shopping and at retail establishments**
  - What impact does this have in the demand for retail space in SCC?
  - Are there opportunities for more workforce housing in SCC?
- **People are starting to travel again, at least domestically**
  - What impact does this have in the demand for hospitality services & infrastructure in SCC?
  - Are there opportunities for improving tourism and hospitality in SCC?

[bw]

RESEARCH  
PARTNERSHIP

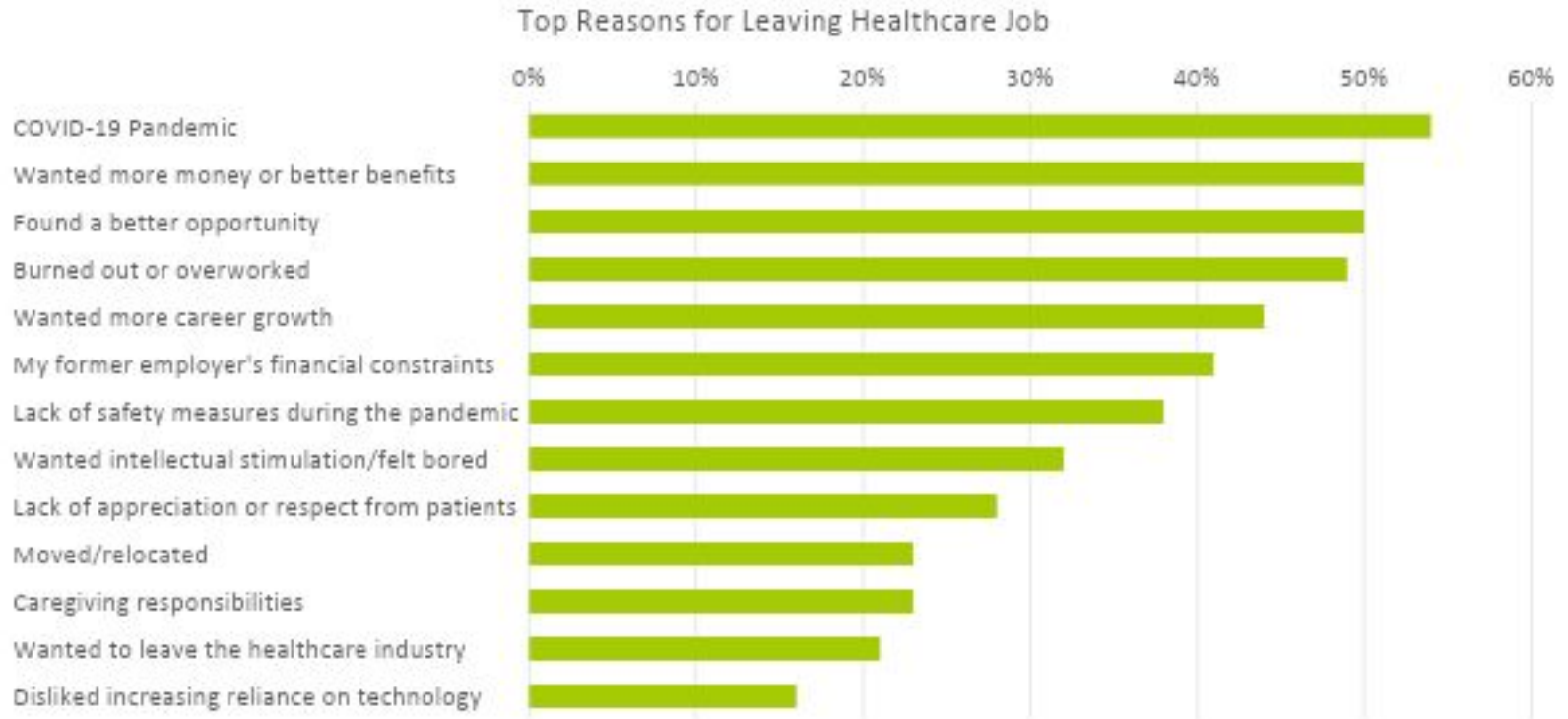


## Changes in Healthcare

## Disruption in Healthcare Was Amplified, and These Workers Are Difficult to Replace.

- **Healthcare is a large part of the Santa Cruz County Workforce**
  - Healthcare makes up 14% of SCC jobs
  - Healthcare employment grew 26.5% between 2010 and 2020 (compared to overall economy 3.2%)
- **There has been high turnover in healthcare in SCC and the country**
  - Nationally, 18% of Healthcare workers quit and 12% were laid off
- **These lost workers will be hard to replace**
  - Because of certifications, few non-Healthcare jobs are well positioned to transition into the industry

## Disruption in Healthcare Was Amplified, and These Workers Are Difficult to Replace.



[bw]

RESEARCH  
PARTNERSHIP



## Healthcare Workforce Next Steps

**Recommendations****1. Increase resident's employment activity**

- Unemployed, underemployed, and disengaged workers
- Will require support services that remove barriers (Childcare, Transportation, and Housing)
- Community-Based Organizations and other organizations for outreach

**2. Attract workers to healthcare opportunities through career pathways & higher wage opportunities**

- Wages, requirements and timeline, upward mobility
- Younger workers are looking for jobs with a future

**Recommendations  
Continued**

3. **Expand healthcare initiatives that upskill existing workers and prepare them for increasingly technical roles**
  - Integrated data systems, remote monitoring, and new technologies will continue to grow in healthcare
  - Healthcare employment will continue to see churn, with new types of jobs and new skills required for current positions
4. **Support affordable housing options near Santa Cruz County's work and transit hubs**
  - Workers are leaving because they're getting priced out

**Recommendations  
Continued****5. Bolster efforts targeting younger adult residents in South Santa Cruz County**

- Younger, lower educational attainment, more diverse, fewer economic opportunities
- Increase educational attainment
- Early (middle and high school) exposure to a range of healthcare careers
- Employment opportunities via “Earn and Learn” models such as pre-apprenticeships, internships, and hybrid instructional programs



# Laura Marcus



***Chief Executive  
Officer***

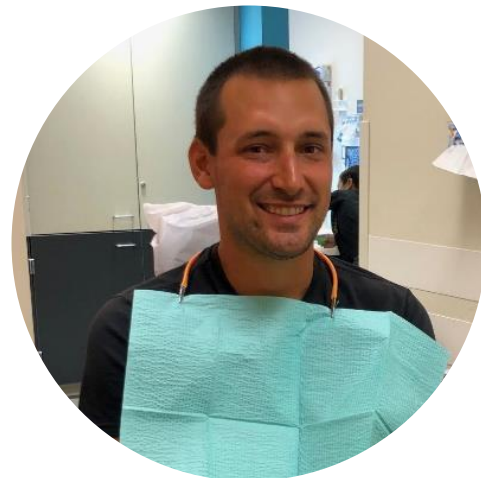
**Dientes Community  
Dental**



# Workforce Investment Programs

Laura Marcus, CEO

September 14, 2022



15-Chair Main Clinic



4-Chair Beach Flats Clinic



5-Chair Watsonville Clinic



11-Chair Capitola Road Clinic







# RDAEF Scholarship Program

## (Registered Dental Assistant Extended Function)





# APPROVED SITE

## National Health Service Corps

---



# Regional Occupational Program

---

## Dental Assistant Program



**SANTA CRUZ**  
COUNTY OFFICE OF  
**EDUCATION**

DR. FARIS SABBABH • SUPERINTENDENT OF SCHOOLS



# Dental Hygiene Internship

**Cabrillo  
College**



- Cabrillo provides:
  - Hygiene students and faculty supervision
- Dientes provides:
  - Facility, equipment, supplies, patients





# Diversity, Equity, and Inclusion



# Postdoctoral Dental Residency



1-year general dentistry  
residency



Pathway to licensure in  
California



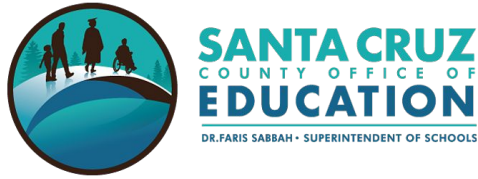
Must commit to a minimum  
of two residents per year



Dr. Allison Bonsall



Dr. Sharon Osakue



# Coming soon! Registered Apprenticeship Program for Dental Assistants

# Working at Dientes







**Thank You  
Guest Speakers!**



# Collaboration over Competition







# Community Impact Award

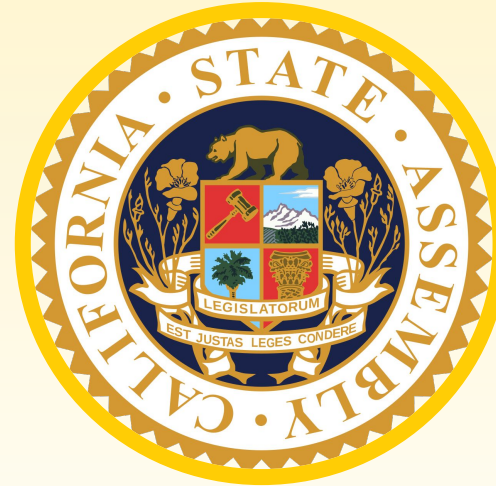
Photo courtesy of Salud Para La Gente



# Award Resolution



**Jonathan Engleman**  
**District Representative**  
Office of Senator John Laird



**Dominic Dursa**  
**District Director**  
Office of Assemblymember  
Robert Rivas

# Pajaro Valley Healthcare District Project



**President &  
CEO  
Mimi Hall**

Vice President of  
Health  
Innovation,  
Manifest Medex



**Secretary  
Carlos  
Palacios**

County  
Administrative  
Officer,  
Santa Cruz  
County



**Treasurer &  
CFO  
Dori Rose  
Inda, JD**

Chief Executive  
Officer, Salud Para  
La Gente



**Board Member  
Tamara Vides**

Assistant City  
Manager, City of  
Watsonville



**Board Member  
De Andre  
James**

Executive Director,  
Community  
Health Trust of the  
Pajaro Valley



**Originating  
Member  
Matt Huffaker**

City Manager, City  
of Santa Cruz

# Closing Remarks



**Maritza Lara**

*Interim Executive  
Director*

Health Improvement  
Partnership of Santa  
Cruz County



[www.hipccc.org](http://www.hipccc.org)