

# FOCUS



**Community Health Care Services Foundation, Inc.**

*the premier educational resource  
for home care and hospice*

**Looking to recruit and retain home care employees?** Order *FREE* paraprofessional recruitment brochures for your organization through Charissa Ashman at 518/463-1118, ext. 816 or [ashman@nyshcp.org](mailto:ashman@nyshcp.org).

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## The hot trend that benefits you



**E**arlier this spring, CHC, in partnership with the Home Care Information Network (HCIN), unveiled its newest, most exciting education product yet — online, streaming video seminars that home care agencies can access anytime, anywhere. While HCIN has a national audience, CHC is pleased to be the exclusive provider of this programming in New York State.

The interface of these seminars includes a video of the presenter along with a slide presentation that is keyed perfectly with the video. For more details on how video streaming works, see the Winter 2006 issue of *Focus* (Volume 3, No. 1).

### Why HCIN, why now?

“The idea for HCIN grew out of a meeting I had two years ago with selected association executives and representatives from several technology companies,” says Tom Williams of Stony Hill Management, the creator of HCIN. “After more than a day of discussion, we concluded that education is the number one factor to ensure providers successfully address the ‘coming storm’ that is certain to result from more than 70 million aging baby boomers, dramatic reimbursement changes, nursing shortages and the integration of technology into virtually every aspect of home care.”

This new educational vehicle has several unique qualities which add to its excitement and make it superior to many types of delivery formats. Suzanne Ruiz, Performance Improvement Manager at WILLCARE comments, “What we find so valuable about HCIN is the flexibility in learning at your own pace and schedule. Several of my staff have viewed HCIN programming from home when it is convenient for them.” Ruiz continues, “The fact that HCIN is so easy to use is just an added bonus. It is great to see the speaker during the presentation and it makes it much easier to follow along.”

Clare Campbell of Partners Home Care in Boston, MA agrees, “The video seminars are very accessible and a great way to train staff who are never in the facility at predictable times. The presentations are well done and navigating

**CHC offers  
home care  
education  
& training  
anytime,  
anywhere**

*Continued on page 4*

# Finding new workers for home care

**H**ome care is the fastest growing sector in the health care industry. The New York State Occupational Employment Statistics Survey projects a **35.5% rate of employment growth for home health aides (HHAs) and personal care aides (PCAs) between 2002 and 2012**. At the same time, home care agencies are reporting **unprecedented vacancies and turnover among home care paraprofessionals (HHAs and PCAs)**.

The emerging gap between supply and demand is problematic and agencies are investigating solutions to improve worker recruitment and retention. One solution is to identify and develop

pools of long-term care workers. Recipients of cash assistance from the Temporary Assistance for Needy Families (TANF) program are one such potential pool of workers. In 1996, welfare reform legislation increased work requirements for TANF recipients by requiring states to engage a substantial portion of their TANF caseloads in work-related activities. **States are looking for innovative strategies to help recipients find employment.** TANF recipients are seeking opportunities to move from welfare to work within an environment marked by time limits and work requirements. Read on to learn about four grant projects involving TANF recipients to see how successful they have been in their efforts.

## Community Health Care Services Foundation, Inc. (CHC)

In 2002, CHC received an \$80,000 grant from the New York State Department of Health (DOH) to recruit TANF individuals into home care training programs.

*Goals:* To create an outreach and recruitment program and refer potential hires into training programs run by home care providers in the Capital District, Erie County and Long Island.

*Challenges:* CHC experienced communication challenges in working with its referring agencies. Community supports, such as transportation, child care, health insurance and general education were not provided as part of the grant project. Although a list of resources was provided to project participants, they had difficulty accessing the supports on their own. There were not enough training sessions in each location to accommodate participants. Also, participating home care agencies were not always able to offer the employment package that some individuals desired.

*Successes:* Despite the challenges,

Charissa Ashman, Administrator of Grants & Demonstrations at CHC points to many successes. CHC developed several recruitment tools that continue to be used including a brochure and booklet explaining paraprofessional careers in home care. Working with community organizations, CHC learned more about work-life supports critical to the success of future programs. Since taking over the recruitment function and posting a bus advertisement in the project locations, CHC has received over 150 calls from interested individuals and referred them to participating home care agencies for training and employment.

## Cooperative Home Care Associates (CHCA)

*CHCA is a private, for-profit home care agency organized as an employee-owned cooperative.*

In 2002, CHCA received a \$1.4 million DOH grant to support long-term care training programs and capacity-building initiatives in hospitals, home care agencies and nursing homes.

*Goals:* To provide resources to recruit, train and retain low-income individuals for HHA positions and

also provide high-quality home care services to elderly and disabled residents in the Bronx and upper Manhattan.

*Challenges:* Michael Elsas, CHCA President, says access to work supports such as transportation and child care is always a challenge. Start-up grants for program development would be beneficial because projects of this scope require much planning and community collaboration.

*Successes:* In 2002, 296 individuals enrolled in the CHCA training program and 249 completed training and were hired; 113 of the 249 were TANF participants. In 2003, 247 individuals enrolled and 188 completed training and were hired; 145 of the 188 were TANF participants. The majority of hires retain their jobs for extended periods. Typically, about 85-90% of new hires are still working at CHCA 90 days later. Elsas points out that some of the success was because CHCA does its own recruitment, TANF screening and training, and that a training program was already in place when the project started. He also believes the enhanced training program resulted in a turnover rate of 18% versus some industry rates of 40-60%.

## Westchester Jewish Community Services, Inc. (WJCS)

*Established in 1943, WJCS is a multi-service agency that provides a broad range of services to people living or working in Westchester County.*

The HHA-CARE program (Home Health Aide Career Accomplishment through Responsibility and Empowerment) provided services to TANF individuals interested in pursuing or expanding employment options in home care. In 2002, WJCS received a \$1.2 million DOH grant to provide individuals with no home care experience the opportunity to train to become HHAs. Existing HHAs at WJCS and other Westchester agencies were supported through LPN preparation, education, licensing and employment.

**Goals:** To expand the HHA workforce and improve the earning ability of HHAs.

**Challenges:** Sheila Rabideau, Assistant Executive Director of WJCS, comments that Program participants required significant academic preparation and remedial services prior to LPN school. Although anticipated, the degree of remediation needed was not.

**Successes:** LPN candidates made effective use of academic supports available through the HHA-CARE program. Program participants in this category were not new to the workforce, were stronger academically and more motivated. The availability of case management support was a major program asset, particularly to candidates transitioning into the work world for the first time. The project exceeded its goal to train and secure employment of 40 HHAs by training and placing 65 participants. In addition, 13 HHAs gained entry into LPN programs and have successfully completed the licensing and job search process.

## Senior Health Alliance of Greater Rochester, LLC (SHAGR)

*SHAGR is a collaborative organization whose members jointly own a home care agency, Traditions in Caring, Inc.*

Between 2002 and 2005, SHAGR received \$1.2 million for a skills upgrade project from DOH. SHAGR provided educational funding for TANF-eligible CNA and LPN employees to become LPNs and RNs. Grant funding provided tuition, books, supplies and wage subsidies which paid the program participants regular hourly wages for the hours they attended class.

**Goals:** To address the nursing workforce shortage and enhance retention at SHAGR's facilities.

**Challenges:** Participants needed tutoring to enhance reading and math skills in order to pass school entrance exams.

**Successes:** Janet Englert, Executive Director of SHAGR, said "an obstacle employees face when trying to further their careers is the struggle to balance work and family. By providing wage subsidies we were able to release these employees from their work schedules so they could attend school and maintain their wages."

SHAGR worked with local schools and colleges and provided a case manager as a liaison among the schools, employees and facilities and to assist with coordination. Fifty-six of 91 employee program participants completed the training by the end of the grant term and were placed in new positions. An additional 24 students were transferred into another grant program and are expected to graduate in 2006. Englert adds, "the program's final completion rate is expected to be 88% and we are very proud of our graduates' commitment to their personal and professional advancement."

# Upcoming educational events

To register for an event, visit [www.chcforum.org](http://www.chcforum.org) or call 518/463-1167, ext. 817.

## exploring PRIVATE PAY opportunities

June 6, 2006, noon - 5 pm  
plus networking dinner  
June 7, 2006, 8:30 am - 4 pm  
**The State Room\*, Albany, NY**  
\$295 HCP Members  
\$395 Non-Members  
\$245 2nd\* HCP Members

Come to this two-day conference exclusively on Private Pay and join with colleagues from around the State to explore all the options in this exciting ocean of possibilities!

## Home Care Management Institute

June 21, 2006, 12:30 pm - 5 pm  
June 22, 2006, 8 am - 4 pm  
Holiday Inn JFK, Jamaica, NY  
Fly Jet Blue! ([www.jetblue.com](http://www.jetblue.com))  
\$359 HCP Chapter Members  
\$369 HCP Members  
\$349 HCP Members (2\* registrants)  
\$469 Non-Members

Home care administrators and supervisors must stay current on regulations and interpretations. This intensive day-and-a-half seminar is the **ONLY resource to help you handle the unique challenges of operating a licensed home care agency in New York State's highly regulated environment.**

## Forum #26: Basic Life Skills: Training for Paraprofessionals

July 20, 2006  
Audio conference, 3 pm - 4 pm EST  
Free for all registered Forum participants  
Sponsored by Fidelis Care New York  
[www.fideliscare.org](http://www.fideliscare.org)

\*Due to large numbers of registrations, the venue for this Conference has been moved from its original location.

# Home Care Information Network

Continued from page 1

between slides and the ability to repeat the information is extremely helpful,” she adds.

Below are many of the benefits of using HCIN as a training tool for your agency:

- HCIN programming is available 365 days a year, 24 hours a day — whenever it is convenient for you and your staff.
- The only thing you need is access to the Internet.
- No special computer software or extra memory is needed to view seminars.
- It's easy to use. With simple clicks of a mouse, you can start, stop, rewind and fast forward the presentation at your leisure.
- Slides of the presentations are downloadable, the audio comes right from your computer speakers and, unlike a webinar, you are able to see the presenter as well as the presentation slides on your screen. There are also links to the presenter's website on the main presentation screen.

## Easy to implement, easier to manage

HCIN account management is simple and quick. When you purchase HCIN programming, you will designate a person within your agency to become the account administrator. This designee will have additional privileges including: control of what programs staff have access to, a catalog of all the programming your agency has purchased, control of when programs will be activated along with a clock showing remaining availability, and a snapshot view of all agency members and account status.

## Get instant CEUs

You will also enjoy instant CEU credits. HCIN programming gives your staff the opportunity to obtain CEU credits without any extra effort or coordination on your part. After a program has been viewed, participants are given the option to take a quiz to obtain CEU credits. There is no waiting period for results — the participant finds out immediately if he or she passed. If passed, the HCIN system automatically generates a CEU certificate and emails it to the designated agency HCIN administrator. The quiz is

available after the expiration of the program date and individual participants can take the quiz multiple times if necessary.

## Save money and staff time

HCIN is extremely cost-effective. Not only do video streaming seminars allow you to access programming when it is convenient, it also minimizes the amount of time that employees are away from the office and their duties. There will be little impact on daily workflow. As there is no travel required, you will save money on expenses such as transportation, food and lodging. HCIN is an excellent value for your training and education dollars.

“An underlying principle of this entire effort has been to bring together world-class faculty and provide them a technology-driven vehicle to deliver their message to a broad audience,” Williams explains.

## Content, content, content

HCIN content covers a clinical, regulatory, administrative and business development topics aimed at all home care industry segments. HCIN expects to release 15 to 20 new events each month in 2006, so there is sure to be programs of interest to your agency.

Current HCIN programs boast an impressive list of faculty on topics including:

- 10-part series on **coding** with Lisa Selman-Holman
- Two five-part series on **private pay and planning** with Stephen Tweed
- Five-part series on **sales and marketing** with Mike Ferris
- **Medicare's revised Advance Beneficiary Notice** seminar with Patricia Tulloch, Robert Markette and Thomas Williams

Programs to be released at the end of May include:

- **Wage and hour** seminar with John Gilliland
- **Medicare reimbursement** series with Melinda Gaboury

Other releases scheduled for this summer include **OASIS, human resource management** and **market direction**. In a matter of months, access to literally hundreds of programs will be at your fingertips.

HCIN is currently available in 25 states including New York. For information, contact HCIN at [info@homecareinformation.net](mailto:info@homecareinformation.net) or 866/436-7047 or CHC at [chc@chcforum.org](mailto:chc@chcforum.org) or 518/463-1167, ext. 829. Purchase programming instantly online at [www.chcforum.org/hcin](http://www.chcforum.org/hcin).

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