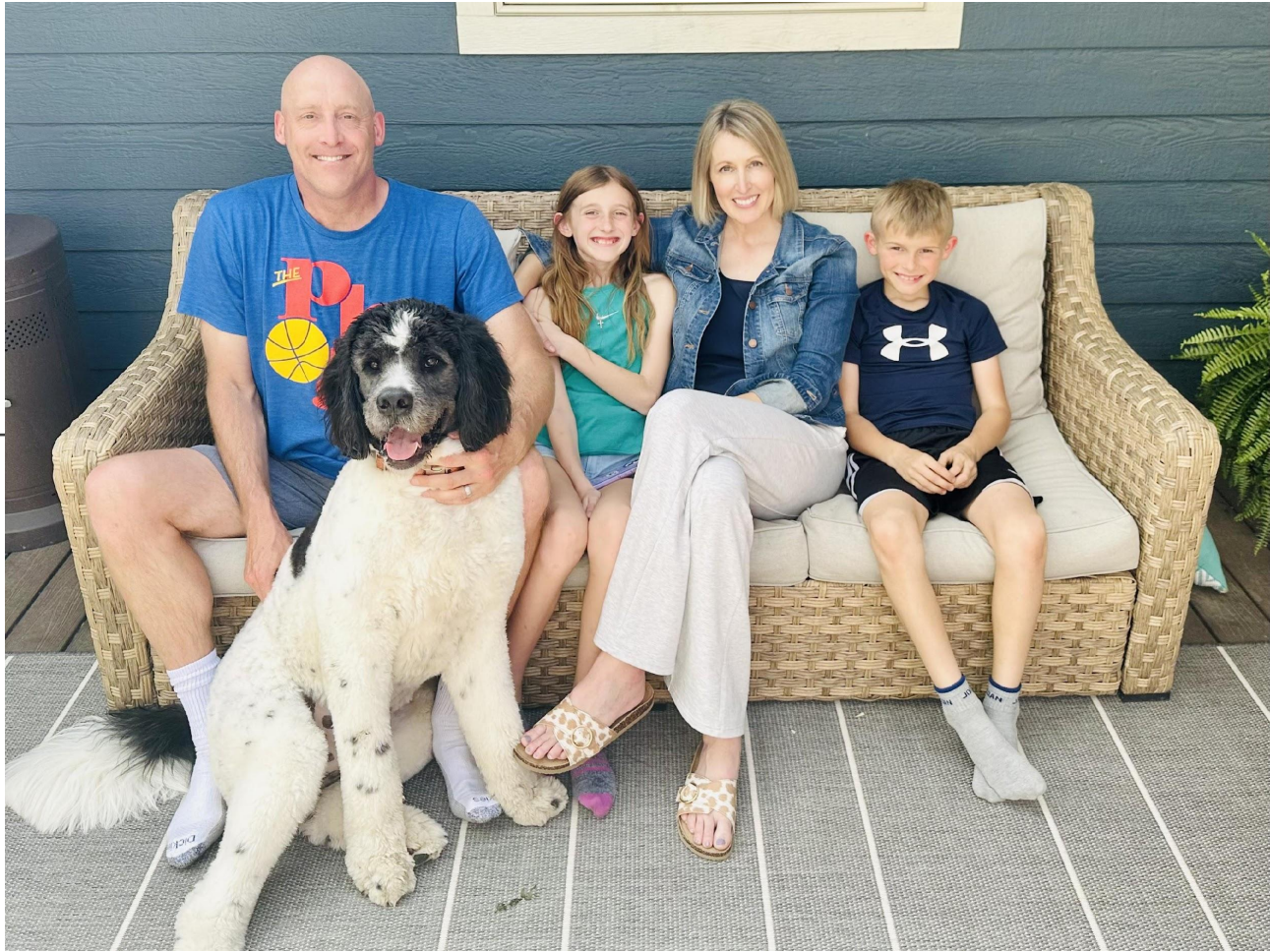




Brock Rops, M.Ed

EXECUTIVE DIRECTOR SOUTH DAKOTA HOSA-FUTURE HEALTH PROFESSIONALS

ASSOCIATE DIRECTOR SOUTH DAKOTA AREA HEALTH EDUCATION CENTER (AHEC)



What the heck is AHEC?

CONNECTING...

- STUDENTS TO CAREERS
- PROFESSIONALS TO COMMUNITIES
- COMMUNITIES TO BETTER HEALTH



What I
enjoy most
about my
job...

WE AIM TO BUILD A
BETTER CANDIDATE AS
WE RECRUIT OUR
FUTURE HEALTHCARE
WORKFORCE





Energize
Engage
Empower





55 Chapters/1300 Members

How do
we get
things
started?



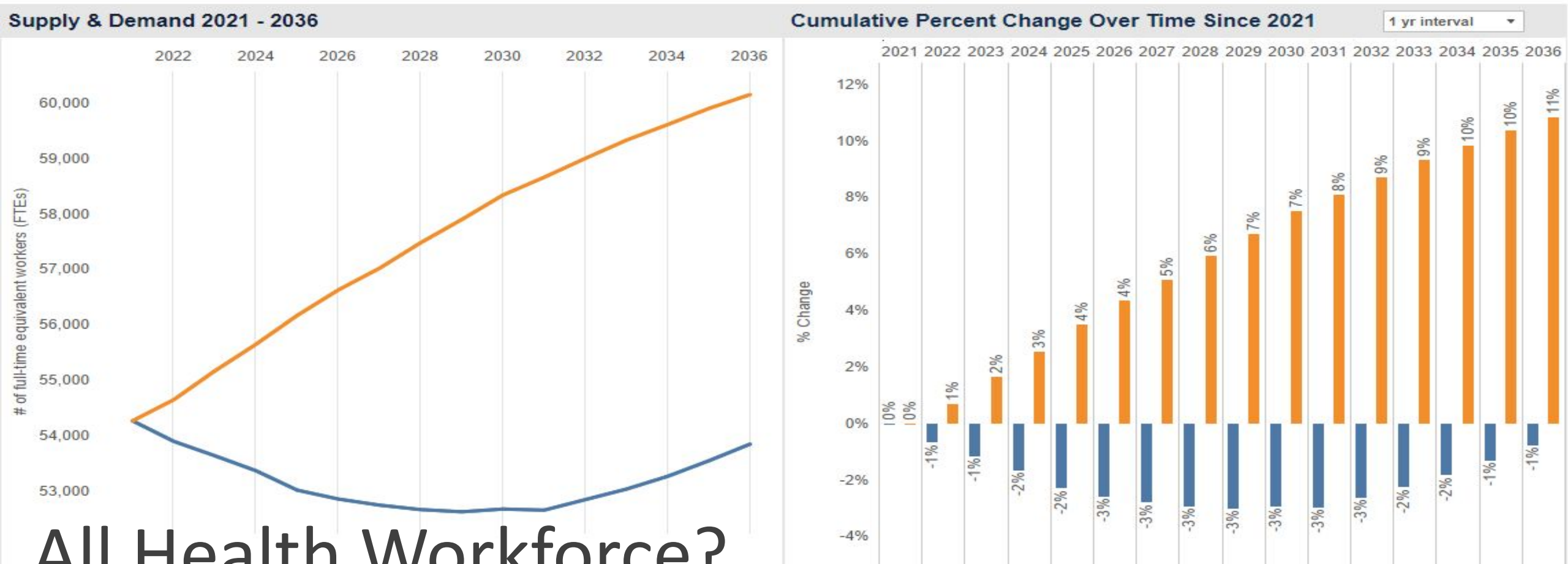


1. Understanding the Healthcare Talent Pipeline

Supply & Demand Trends	U.S. Map	What if? Scenarios
Change in Total Supply 2021 - 2036	Change in Total Demand 2021 - 2036	Total Percent Adequacy 2036
<div>-420 ▼ -1%</div> <div>Starting Value: 54,280 Ending Value: 53,860</div>	<div>5,880 ▲ 11%</div> <div>Starting Value: 54,280 Ending Value: 60,160</div>	<div>90%</div>

Supply

Demand



All Health Workforce?

Date created: September 17, 2024

Click to navigate to alternate table view



Challenges in Healthcare Recruitment

- Competitive Landscape
- Specialized Skill Sets
- Everyone's Busy
- 40-hour work weeks!? Say what!?

Competitive Landscape

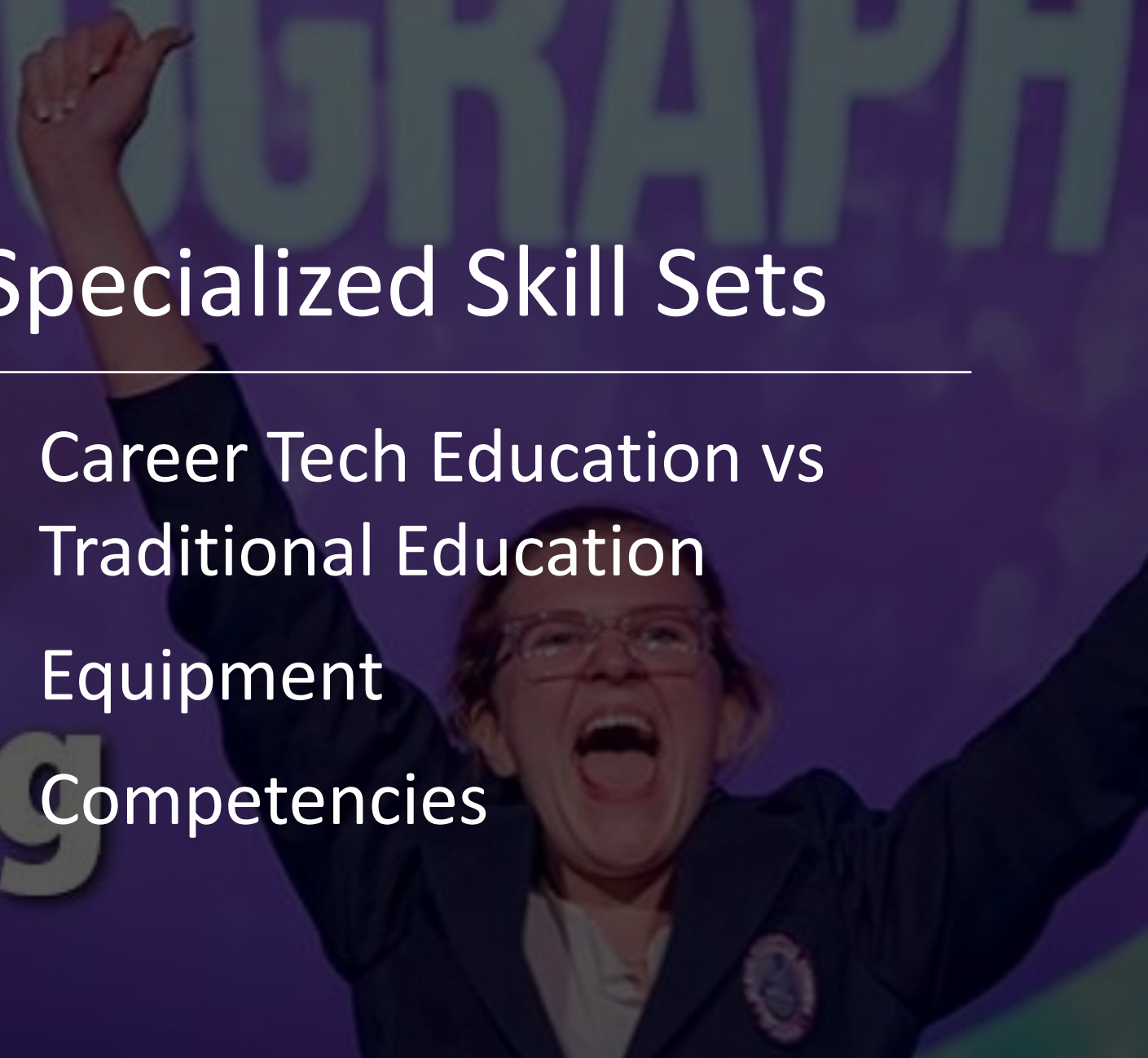
- 16 Career Clusters
- Health Science
- In SD, ranks 3rd in student interest
- Community Learning Needs Assessment (CLNA)





Specialized Skill Sets

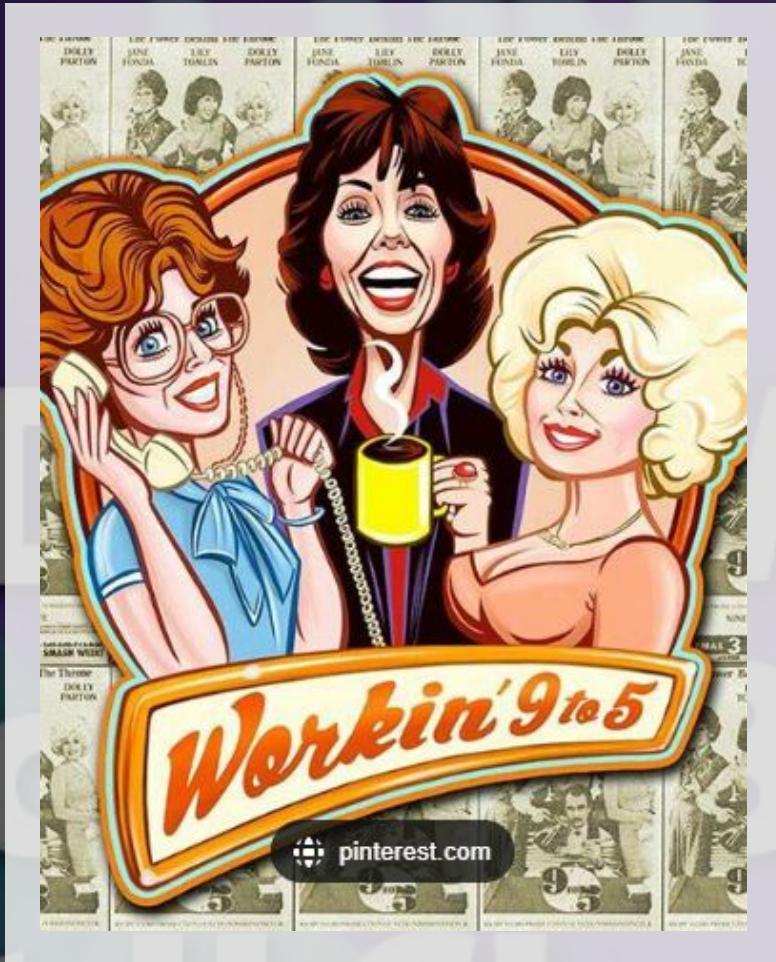
- Career Tech Education vs Traditional Education
- Equipment
- Competencies





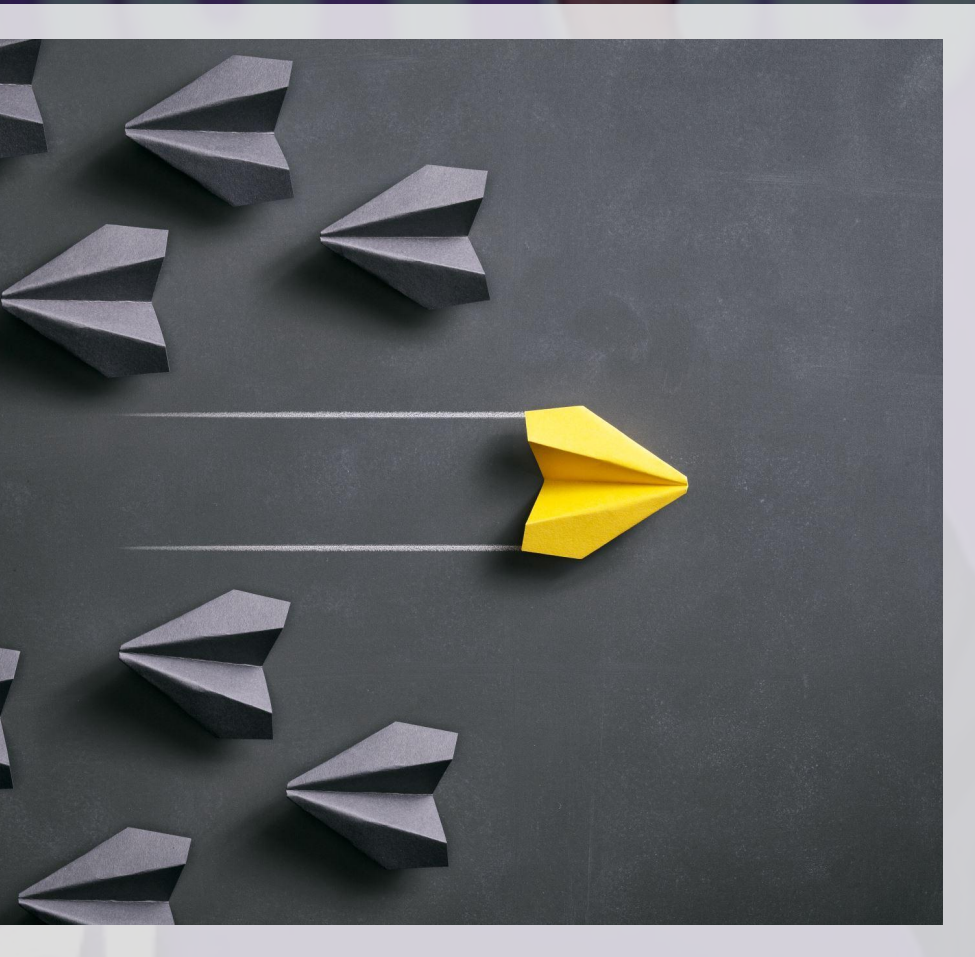
Everyone's Busy

- Priorities
- Harmony
- Where do you spend your time?



Work 40 hours a week?!

- No.1 career choice for 18-24 year olds?
- Side-hustles
- 4-6 hours shifts



SWOT Analysis of Healthcare Pipeline

- **Opportunities**
 - Growing demand
 - High student interest
 - Adapting to the Gen Z/Gen Alpha

2. Strategies for Recruitment and Retention





Proven Recruitment Strategies

- Targeted Partnerships
- Digital Recruitment Campaigns
- Employee Referral Programs





Targeted partnerships

- Regental, private, and tech schools
- SD DOE/CTE
- SD DLR
- Non-profits (AHEC, SDAHO, CHAD)

SD HOSA Board



Avera Health
SD Dept of Health/Office of Rural Health
SD Academy of Family Physicians
USD-Director of Tribal Relations
USD
SDSU
Monument Health
Sanford Health
SD Dept of Labor/Regulation
Horizon Health
Community Health Assoc. of the Dakotas (CHAD)
SDAHO
First Premier Bank/Bankcard
Community Rep
SD DOE/CTE
NE AHEC
SE AHEC
WR AHEC

Digital Recruitment Campaigns



- Social media
- Instagram, LinkedIn, TikTok
- Intentional

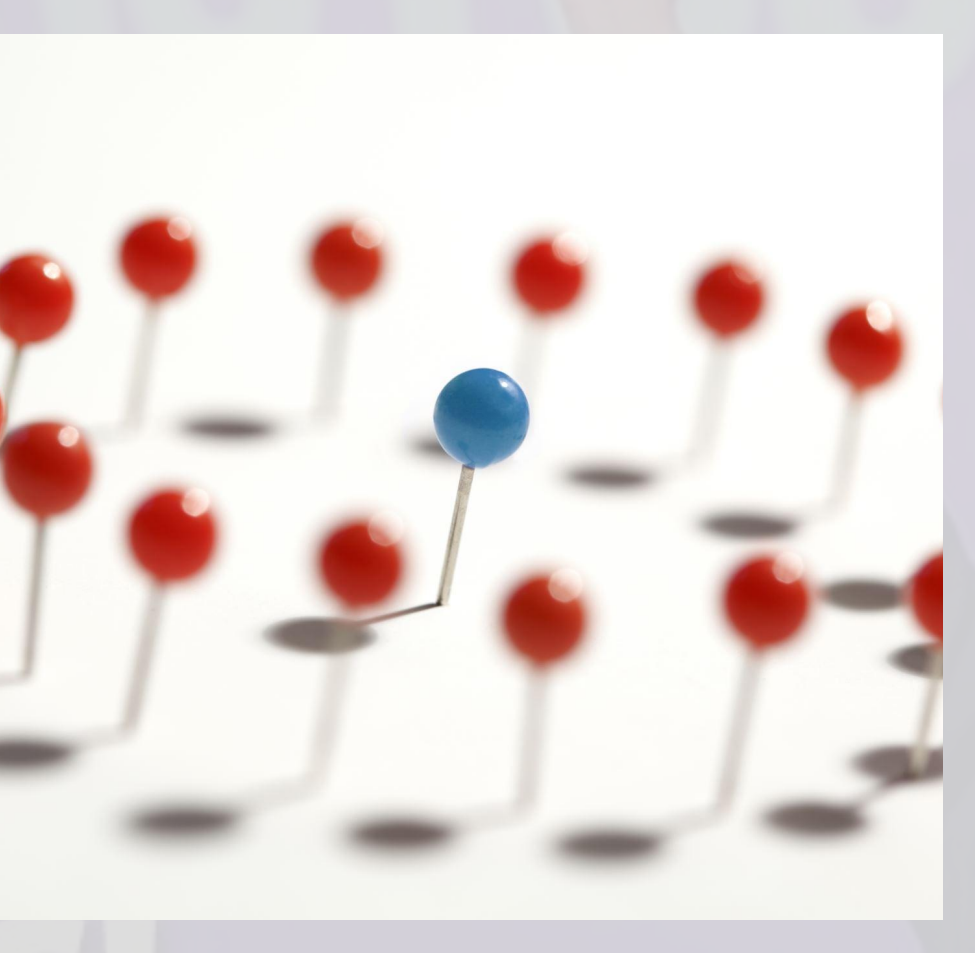


Employee Referral Programs

- Use your people!
- Connections
- Rewards

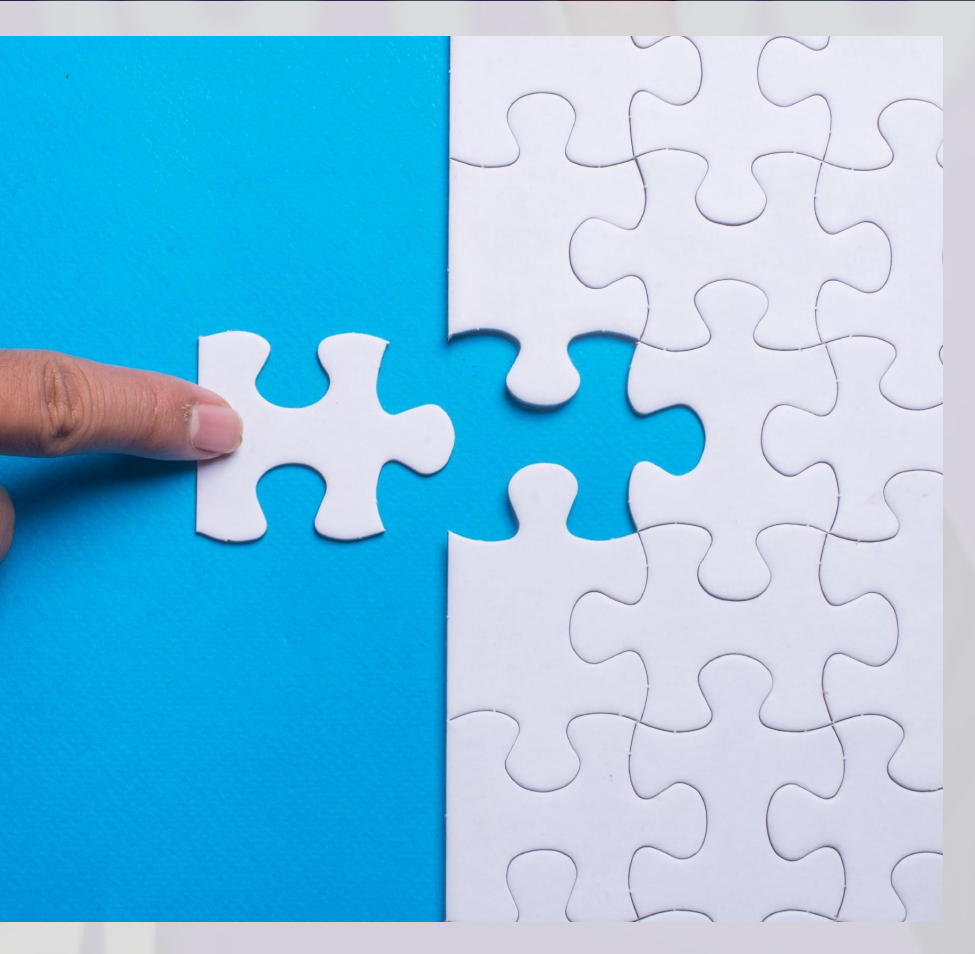
3. Empowering the future healthcare workforce





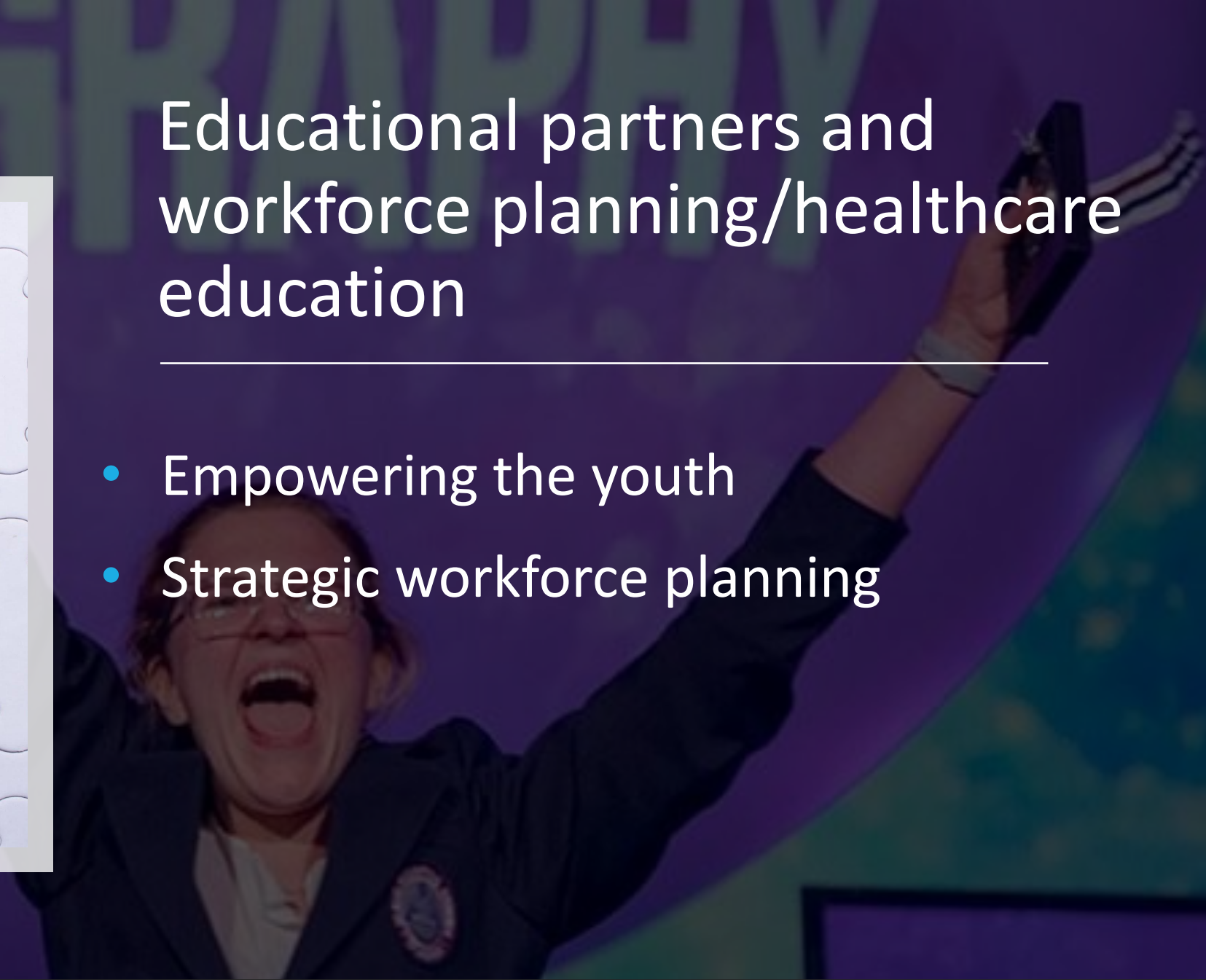
Career Development and Mentorship

- Skills development programs/Curricular integration
- Do curricula in schools match the clinical?
- Leadership training



Educational partners and workforce planning/healthcare education

- Empowering the youth
- Strategic workforce planning



Questions?



Works Cited

Pipeline Health is looking for talented, committed people to join our team! Read more to learn about the rewarding opportunities available and embark on a ...

<https://www.pipelinehealth.us/careers/>

Try these 7 proven strategies for hiring healthcare workers who are patient-centric, and keep them warm in your talent pipeline.

<https://www.jobvite.com/blog/how-to-build-a-pipeline-of-patient-centric-healthcare-talent/>

Pipeline AZ's skills mapping technology and career exploration platform will help connect students and job seekers to career paths in the health care field.

<https://pipelineaz.com/hubs/healthcare>

Integrate programs with employees' existing devices, such as Fitbit®, for better work-life balance and support of healthy lifestyles; Measure the effects of ...

<https://www.oracle.com/webfolder/s/assets/digibook/healthcare/better-retention/index.html>

... Health Care Workforce Scan. This should encompass: Recruiting innovatively for clinical and nonclinical positions. Improving training and ...

<https://www.aha.org/aha-center-health-innovation-market-scan/2023-12-19-4-ways-build-your-talent-pipeline>

"Hospitals and health systems are investing in retention and upskilling to address workforce shortages and build a robust talent pipeline ...

<https://www.beckershospitalreview.com/workforce/how-leaders-are-building-the-healthcare-workforce-pipeline.html>

Specific efforts focus on the recruitment, retention, and support of trainees from disadvantaged and/or underrepresented backgrounds leading to increased.

<https://bhw.hrsa.gov/sites/default/files/bureau-health-workforce/data-research/health-careers-pipeline-and-diversity-2018.pdf>

Talent pipeline health is critical to achieving your recruitment goals. Find out what metrics can show you if your recruitment pipeline is properly ...

<https://www.crosschq.com/blog/measure-talent-pipeline-health>

JVS works with many healthcare providers in the Greater Boston area, designing customized programs to fill these vacancies and build career ladders.

<https://www.jvs-boston.org/portfolio/healthcare-pipeline/>

Background: Health care career pipeline training programs are one solution to increasing the number of minority and underrepresented health care providers.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6884344/>