

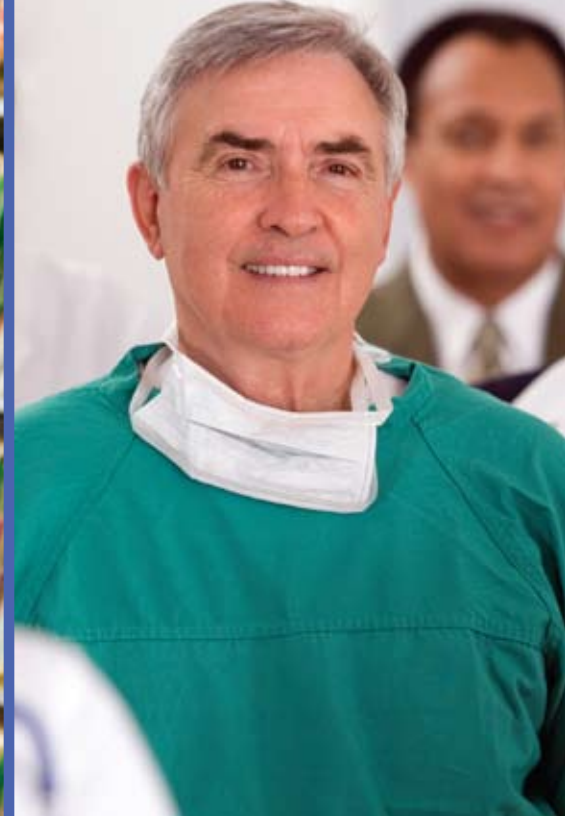


**Common Focus.  
Uncommon Results.**

2008-2009 Report to the Community



St. Tammany  
**Healthcare  
Alliance**



## The Promise and Progress

The healthcare industry is one of the fastest growing economic sectors in St. Tammany Parish. In order to keep pace with its explosive growth and deliver leading edge service to our citizens, the St. Tammany Healthcare Alliance (STHA), an employer-driven initiative, develops action-oriented solutions to recruit, retain and train skilled healthcare workers.

By serving as a bridge between employers, educators and the healthcare sector, the STHA addresses critical workforce shortages and creates a pipeline of skilled workers to fuel future growth. What began as a vision in 2005 has translated into a robust healthcare partnership, delivering real and tangible results to the Northshore.

## A Strategic Approach to Success

STHA has created and implemented a number of sustainable strategies for rebuilding our healthcare workforce. Critical to our success, these strategies include:

- **Employer-driven initiatives:** Identifying, developing and funding rapid response and fast track educational programs in nursing, allied health and medical administration, which respond to employer demand.
- **Growing program capacity:** Facilitating the articulation between high schools, community and technical colleges (two-year) and four-year university training programs and curricula, and promoting the vision for a centralized Northshore campus with expanded healthcare training.
- **Increasing employee retention:** Engaging employers and educators to develop healthcare career ladders leading to on-site career advancement opportunities and lifelong learning resulting in increased retention.

- **Building a pipeline:** Outreach and marketing campaigns targeting high school students, parents and educators to raise awareness of learning and employment opportunities in healthcare.
- **Building Coalitions:** Creating a positive forum for discussion between employers, educators and the healthcare sector centered on common concerns and results-oriented solutions.

## A History of Accomplishment

In just a few short years, STHA has built a coalition around common healthcare concerns, developing dozens of new partnerships and programs. We are proud of the impact our accomplishments have had on the healthcare industry to date, and look forward to developing new and innovative ways to reach out. Among the highlights:

### Productive Partnerships

- STHA collaborates with regional partners to recruit and train a highly qualified pool of healthcare workers. Over 200 students have completed training through the Careers that Heal program as RNs, certified nurse assistants, billing and collections clerks, surgical technicians, EMTs and paramedics. Hundreds of additional students are in the pipeline, receiving training for other high demand occupations such as respiratory therapy, phlebotomy, licensed practical nursing, and pharmacy technology.
- Delgado Community College (DCC) Northshore expanded its allied health education and training capacity to meet growing regional workforce needs. Funded in part by a Recovery Workforce Training Program (RWTP) grant, the new



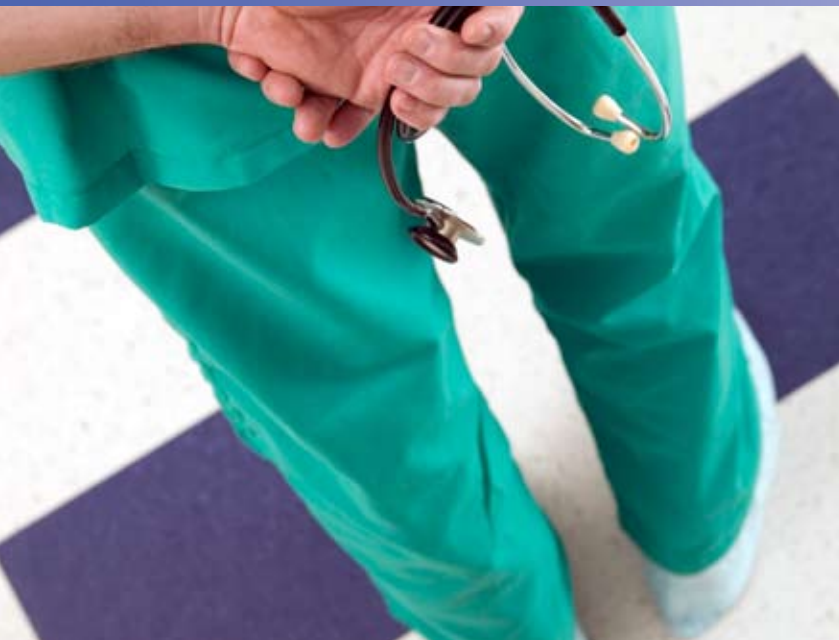
facility in downtown Covington houses Careers That Heal programs in surgical technology, pharmacy technology and respiratory therapy, among others.

- STHA works with partners to address obstacles to training through grants provided directly to healthcare students to reduce costs. In addition, collaboration with DCC Northshore provides greater access by promoting online prerequisite classes and identifying support services for eligible students to receive assistance with childcare and transportation needs while in training.
- STHA partners with local community and technical colleges—DCC Northshore, Louisiana Technical College, Sullivan and Slidell, and Nunez Community College—to create relevant curricula and programs that respond to the demands in healthcare.
- STHA and the Louisiana Works Business and Career Solutions Center sponsored two job fairs in St. Tammany Parish, reaching a combined total of 550 job seekers and 50 employers.
- STHA is advocating for equitable Medicare reimbursement for our St. Tammany Parish physicians.
- UNO and STHA formed a partnership to train 40 hospital supervisory staff in management and upgrade of technology skills. The Louisiana Workforce Commission with our local First Planning District Workforce Investment Board will invest \$60,000 in this skills upgrade for our incumbent workers.
- Louisiana Works Business and Career Solutions Center partnered with STHA to promote the newly opened Louisiana Technical College in Slidell in August 2008. Slidell Tech offers healthcare training in certified nurse assistance and phlebotomy.

## Inspiring the Next Generation

- The St. Tammany Healthcare Alliance and the St. Tammany Parish School Board collaborated on College and Career Quest Fairs, connecting with 450 high school and junior high school students, their parents and educators. STHA provided up to date information and resources on educational and career pathways in healthcare.
- STHA employer members have partnered with individual high schools throughout the parish. Our seven hospital members visited high school campuses and provided real life experiences to over 1500 students by introducing students in all grades to healthcare professionals and the tools of their trades.
- STHA educates the educators as 40 St. Tammany Parish public school administrators, high school counselors and career tech coordinators work together with healthcare professionals and employers to strategize outreach programs for our high school students.





- STHA launched its Careers That Heal website, a one-stop information resource for those interested in healthcare careers. From job opportunities to career pathways; training opportunities to volunteer programs, this website offers clear guidance for entry into the healthcare field at every educational level.
- The St. Tammany Healthcare Alliance and Careers that Heal has instituted Healthcare Scholars, a summer camp for 9th and 10th grade students interested in learning more about healthcare professions. Slidell High School and Fontainebleau High will host the Healthcare Scholars camp for 60 interested students in the summer of 2009.
- STHA distributed 4,000 healthcare information cards to students, parents and educators in St. Tammany and St. Bernard public high schools.
- The St. Tammany Healthcare Alliance partnered with the St. Tammany Parish School Board to mail out 12,000 information cards to drive parents to the Careers that Heal website.

## Advocating for the Future

- Members of the STHA, together with approximately 40 representatives from St. Tammany Parish, developed and delivered a prioritized list of federal advocacy issues for the healthcare industry to members of our congressional delegation and Senators Vitter and Landrieu in Washington, D.C.
- The Alliance completed a transportation study in 2008 to determine what percentage of healthcare workers were commuting from outside the parish. Armed with these results, STHA is collaborating with local government, employer partners and non-profits to address the need for workforce housing and transportation.
- Together with GNO, Inc., STHA implemented a regional workforce labor market assessment to pinpoint critical needs and develop new strategies to address healthcare shortages.

## Innovative Leadership

STHA consists of dedicated members and an Advisory Committee of key stakeholders. Together, we collaborate to transform and align workforce initiatives, economic development and educational opportunities. Collectively, member hospitals have a significant economic impact in our parish, employing over 4,750 people with a total payroll of more than \$218,604,400. Each participant has already contributed much to the success of our initiatives and with their help and support, we will continue to grow and thrive. Our thanks go to:

### Executive Board Members

East St. Tammany Chamber of Commerce  
Fairway Medical Surgical Hospital  
Lakeview Regional Medical Center  
Louisiana Medical Center and Heart Hospital  
Northshore Regional Medical Center  
Ochsner Health System  
St. Tammany Parish Hospital  
St. Tammany West Chamber of Commerce  
Slidell Memorial Hospital

### Advisory Committee

Southeastern Louisiana University, School of Nursing and West St. Tammany Campus  
Delgado Community College, Northshore  
First Planning District Workforce Investment Board (WIB)  
Louisiana Community and Technical College System (LCTCS), Regions One and Nine  
DHH Region Nine Healthcare Consortium  
St. Tammany Parish Schools, Career Tech  
St. Tammany Business and Career Solutions Center  
Southeast Louisiana Area Health Education Center  
Nursing home and home health representatives

### Community Partners:

GNO, Inc  
Louisiana Economic Development  
Louisiana Healthworks Commission  
Louisiana Workforce Commission  
Med Jobs Louisiana  
Metropolitan Hospital Council  
Northshore Business Council  
St. Tammany Economic Development Foundation  
University of New Orleans