**UC AHEC Community Advisory Committee Meeting Notes – June 14, 2022**

Present: Pat Achoe/UC College of Pharmacy, Dr. Holly Binnig/HealthSource of Ohio, Donna Green/UC College of Nursing, Tessa Keiser/Medical Student, Beth Kress/Hospice of Hope, Jack Kues/UC College of Medicine, Tiffany Mattingly, RN/The Health Collaborative, Lois Mills/Otterbein Senior Living, Spencer Warden/Medical Student

Guest: Jen Williams, Council on Aging

Staff: Sharron DiMario, Taylor O’Shaughnessy

**WELCOME AND INTRODUCTIONS:** Lois shared a welcome and reminder of our mission and Sharron said that Elaine Storrs, Chief Nursing Officer at Clinton Regional Medical Center and Jennifer Kroger-DeMichael, Medical Assisting Program Director at UC Blue Ash will be joining the advisory committee.

Sharron shared that Dr. Pickle’s father, Bob Pickle, died suddenly last week in Memphis. She is there with family this week. If anyone is interested in sending a card to her, please mail it to Sharron at 6141 Glade Avenue, Cincinnati, OH 45230 and it will be delivered to her.

**SPECIAL PRESENTATION FROM COUNCIL ON AGING:** Jen shared information about the Council on Aging (COA), which has served as the regional agency on aging since 1974. It serves older adults, people with disabilities and caregivers in Butler, Clermont, Clinton, Hamilton and Warren counties and receives funding through federal, state and local resources. Home52 is a subsidiary of COA and helps families manage long-term, complex medical needs.

Jen pointed out the national shortage of home health aide workers has only increased as a result of COVID. Our region and the nation have a fast-growing aging population with a high demand for in-home care services that aren’t being met. The Council has a waiting list of 1000 individuals. at COA alone. Prior to the pandemic, Home52 had begun to explore options to better address challenges of the home care workforce. Its “Consumer Directed Care” (CDC) program gives clients who are authorized for home care services (mostly homemaking) or some personal care, to become an employer and hire their own employee. The client makes the determinations on who will provide the care (a friend, family member or neighbor.) A third-party administrator vetted by COA handles the taxes and payroll. Senior levy funding supports this service. While not all clients have someone they know to provide care, COA feels this may help address the home care aide shortage and improve efficiency of the CDC program. (More detail is available in the PowerPoint presentation.)

AddnAide is a COA product that’s been under development for 2 years. It’s an online app or on Android or iPhones. The product improves communication as well as efficiency for CDC. For example, an aide may not have shown up at the client and COA staff were unaware. COA hopes to use it to attract individuals with a passion for the work or those interested in home health care as an entryway to a career. The process starts with a matching process between the client and employee/worker based on preferences, location, what kind of work is requested. It offers flexibility for the client and the employee. The initial launch of the product is this week in Hamilton and Warren counties. A marketing campaign rolls out in early July. This could be a good opportunity for students in health career pathways to fill a gap in their schedules or stay-at-home moms, retiree sand purpose-driven, natural helpers. The rate is $15/hour. Mercy Neighborhood Ministries is developing a virtual training app that would accompany the program and provide home health care education.

**UC AHEC ACTIVITY REPORT:** Staff shared that Camp Scrub (scheduled for last week) was cancelled due to low registrations. Staff has de-briefed with community partners and will be working on a new strategy to increase awareness. This would include working with the GRIT initiative that has extensive rural school connections.

**MEETING HOT TOPIC – OPPORTUNITIES FROM THE GREAT RESIGNATION:** Lois shared slides from a national conference that addressed this topic. (See slides for more detail.) While wages are up, so are t consumer prices and we’re facing historically low unemployment. Private sector jobs decreasing – some due to COVID and others not. Healthcare has been slow to rebound with many leaving healthcare entirely or switching career paths. One myth - People are quitting all over is not true as Bureau of Labor Statistics show people have been quitting at a steady pace in last decade. People join companies and then leave because of ‘bad’ managers. Some people who quit are now boomeranging. Donna mentioned working with hospital and health system Chief Nursing Officers (CNOs) to strategically reach out to those who left. Some have come back. Initially, travel nursing was lucrative, but as the pandemic subsided, rates were lower and opportunities few. Tiffany shared that she’s had a number of conversations with CNOs and schools of nursing about the nursing pipeline. The Health Collaborative is providing resiliency training and other supports to its members.

The other myth - “No one wants to work anymore” is also not true. It’s a demographic issue and not a pandemic issue. There’s been a steady decline in the labor participation rate over last two decades. Baby boomers are also making it easier for children to stay home and not have to support themselves. This is proven by the large percentage of 18-29-year old’s living at home. Birthrates are declining. So is church membership, as the shared norms of our society around religions and values are changing. The median age to marry is up. Tragically, 850 thousand working age males are impacted by opioids. Employee perception of wages, and how they feel if they are paid at, above or below market is also a factor.

Employee appreciation is also different with personalized communication more effective than a pizza party or another Chapstick. Money talks, both in the for-profit and non-profit worlds.

The group appreciated the information shared and reflected on the importance of knowing your employees. Many just want to work their assigned shift and then go home.

Staff said that the Health Collaborative was having a similar program the following week and a link to free registration will be sent in the meeting follow-up.

The next meeting is Tuesday, September 13 from 7:00 – 8:00 pm via Zoom.