



From Hospitality to Healthcare: Upskilling Talent for In Demand Roles



Tell us what you think!

We want to hear your thoughts on today's webinar as well as future topics.

- Be sure to stay until the end of our webinar to participate in a 1–2-minute survey and Q&A.
- As a thank you, you'll be entered to **win a \$50 Amazon gift card!**

Leaders joining you this week



Jessica Langley –Loep, MS
Executive Director
Health Science Education & Advocacy
National Health Career Association



Jake Gleghorn
Chief Strategy Officer
New Orleans Career Center (NOCC)



Jenna Lloyd Fisher, DNP, FNP, FACHE, NEA-BC
VP, Clinical Excellence
Ascend Learning

Agenda



1

The Need for Healthcare Talent:

- Share key healthcare workforce insights and trends

2

Transferrable Healthcare Skills (Soft, Professional, Durable, Essential):

- From Hospitality to Healthcare
- Identify the key transferrable skills necessary in healthcare
- Evaluating and Assessing professional or durable skills

3

Developing training programs and key partnerships:

- Highlight “Hospitality to Healthcare” Initiatives
- Healthcare Workforce Solutions

4

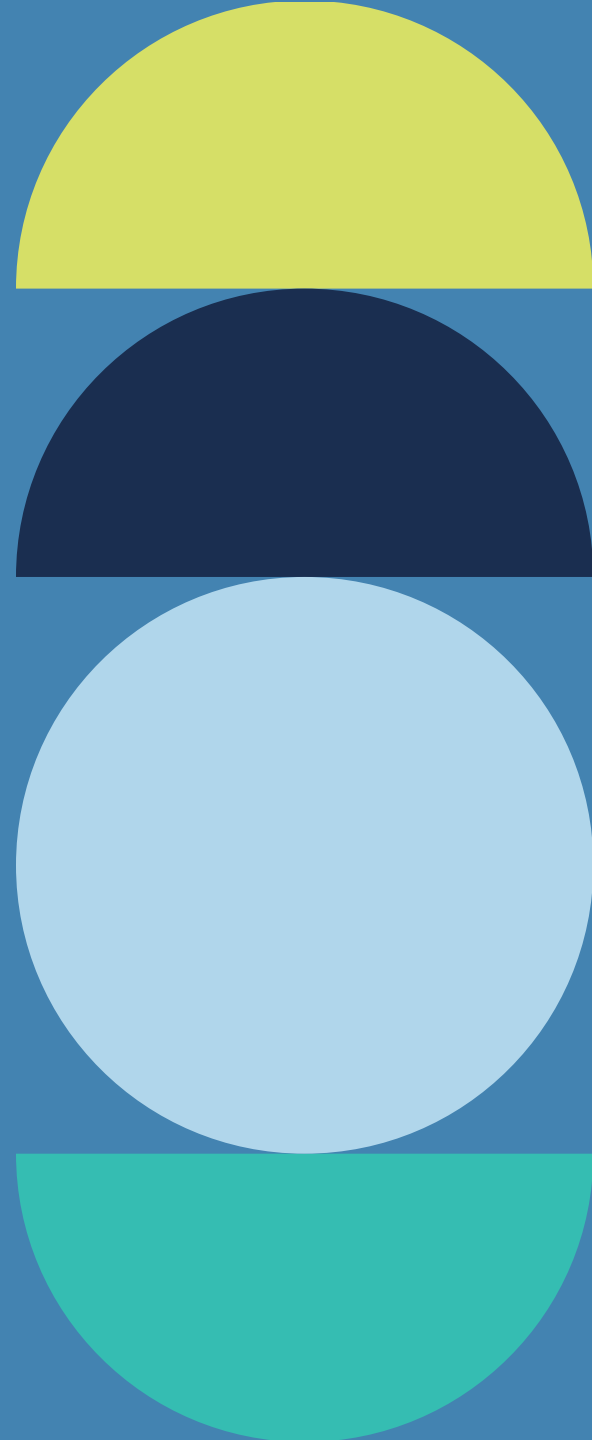
Career Advancement and Career Pathways:

- Impact of career support on retention
- Importance of skill development aligned to career pathways
- Leadership development



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The Need for Healthcare Talent





What is the current state of your front-line healthcare workforce?

- a. We have a strong pipeline of talent.
- b. We are good and always have a few open positions.
- c. Our pipeline is low, and we are working on strategies to strengthen.
- d. We have a high need to fill many in demand roles.

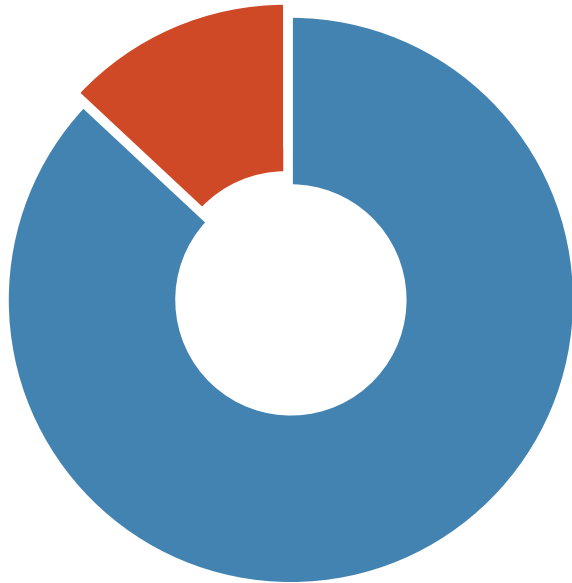


Healthcare Workforce Insights & Trends

- 1** Healthcare workforce shortages are not expected to end soon....3.2M projected shortage by 2026.
- 2** Over 100 million Americans report they lack access to a regular doctor or source of care.
- 3** 47% Of healthcare workers plan to leave their current role within the next two to three years.

Healthcare workforce shortages headlines

Staff Shortages



85% of employers report Allied Health Staff Shortages
- [AMN Healthcare](#)

#1

Workforce shortages topped the list of hospital CEOs' biggest concerns for the third year in a row.
- American College of Healthcare Executives (ACHE)

600,000

Resignations among healthcare workers have increased steadily from about 400,000 per month in 2020 to nearly 600,000 per month in May 2023
- U.S. BLS

26%

of workers in allied healthcare positions quit in 2023 alone.

The Need for Patient Care Technicians

- American hospitals are facing a projected shortage of **10 million** healthcare workers by 2030.
- Patient Care Technicians (PCTs) are the backbone of our healthcare system, but **turnover reached a staggering 32.3% in 2023**, which far exceeded the national turnover average across all professions.
- There is a substantial number of immigrants in the U.S. with healthcare experience in their country of origin, yet this talent is untapped and undervalued.
 - Nearly 300,000 immigrants with four-year degrees or higher in healthcare fields from their home countries are underemployed or unemployed in the U.S.



“

1 in 5 healthcare frontline workers have quit their jobs since 2020, and in 2023, the quit rate for PCTs in the US reached 32.3%, significantly higher than the average across all occupations.

”

A recent California Health Policy Survey by the CHCF paints a chilling picture:



of healthcare workers report experiencing **severely understaffed departments.**



of patient care technicians frequently **lack sufficient time for proper patient care.**

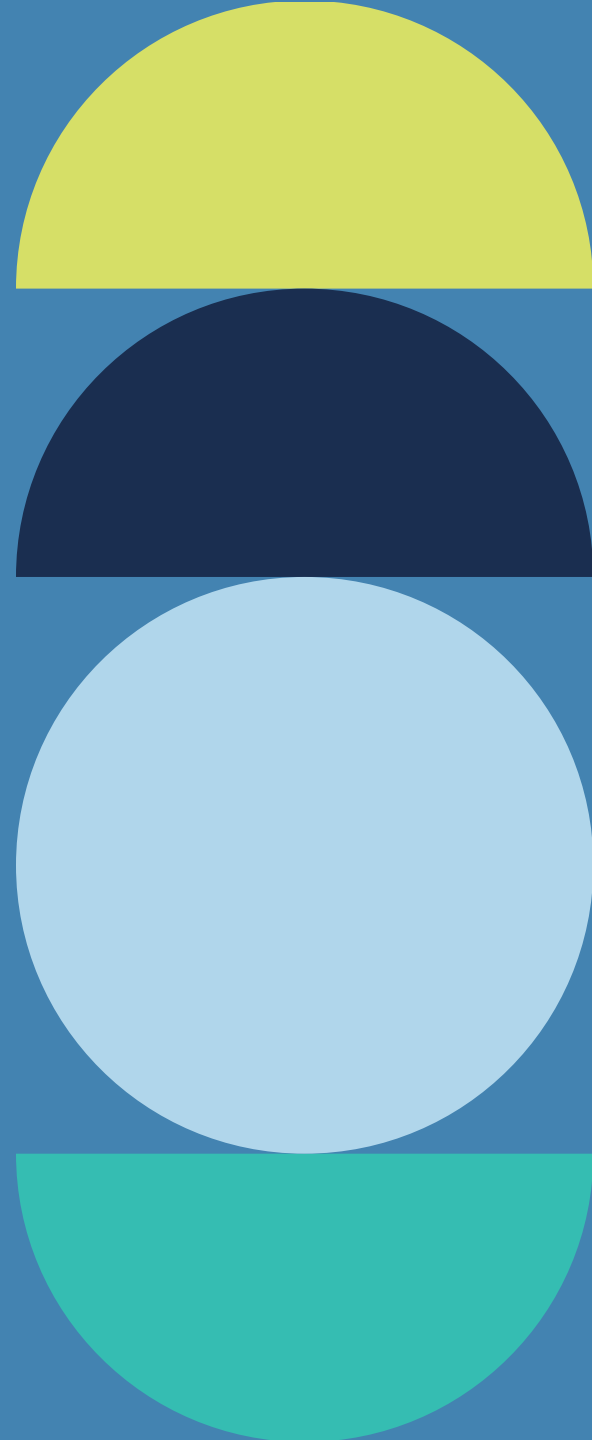


of healthcare workers have witnessed **delayed or denied care due to staffing shortages.**



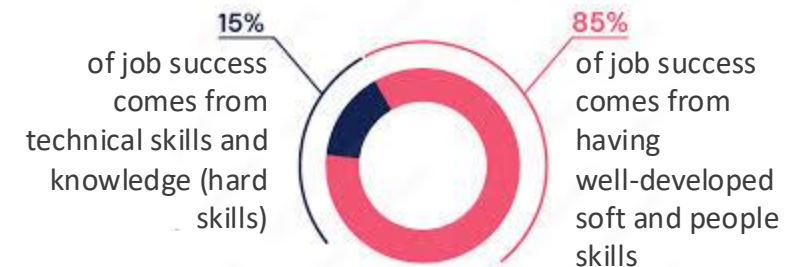
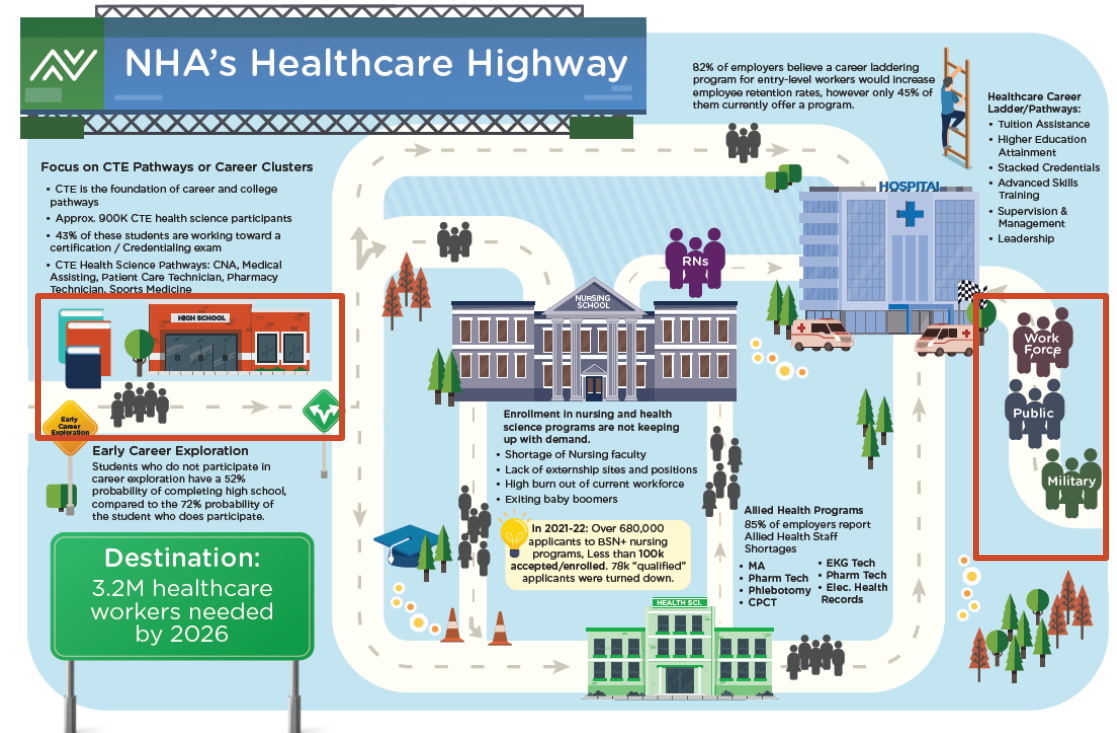
Transferrable Healthcare Skills

(Soft, Professional, Durable, Essential)



Bringing 'Hospitality' to Healthcare

- **Nondegree pathways are growing** in popularity among high school graduates.
- In addition, **70 million workers are skilled through alternative routes**, according to Opportunity@ Work.
- **Gen Z** youth are looking for faster, more economical and more relevant on-ramps to meaningful jobs.
- One key to unlocking career potential, not only relies on a combination of knowledge, skills, and abilities to succeed in the workforce but **focusing on and highlighting transferrable or durable skills, skills that last a lifetime.**
- The concept of soft or durable skills is not new. There are many roles that maximize an individual's durable skills, such as jobs in hospitality or the service industry.





As we focus on transferrable skills, which of the following durable skills do you feel is **most important** in health care?

- a. Communication
- b. Critical Thinking & Problem Solving
- c. Adaptability
- d. Teamwork



- ✓ **SEVEN OF THE TEN (7 OUT OF 10)** most requested skills in job postings are Durable Skills.
- ✓ **EMPLOYERS SEEK THESE SKILLS** nearly **four times (3.8X)** more frequently than the top five technical or hard skills.
- ✓ **JOBS AT GREATEST RISK OF AUTOMATION** in the near term have lower demand for Durable Skills.

Transferrable Skills in Healthcare

- 1** The 2023 National Association of Colleges and Employers (NACE) survey revealed that over **90% of employers prioritize teamwork and communication** over job-specific knowledge, underscoring the critical importance of durable skills.
- 2** The top 5 durable skills were requested in job postings **4.7 times more often** than the top 5 hard skills.
- 3** National Soft Skills Association shows that **85% of job success hinges on durable skills**, enabling people to thrive in diverse and changing environments, adapt to new challenges, and engage in lifelong learning.

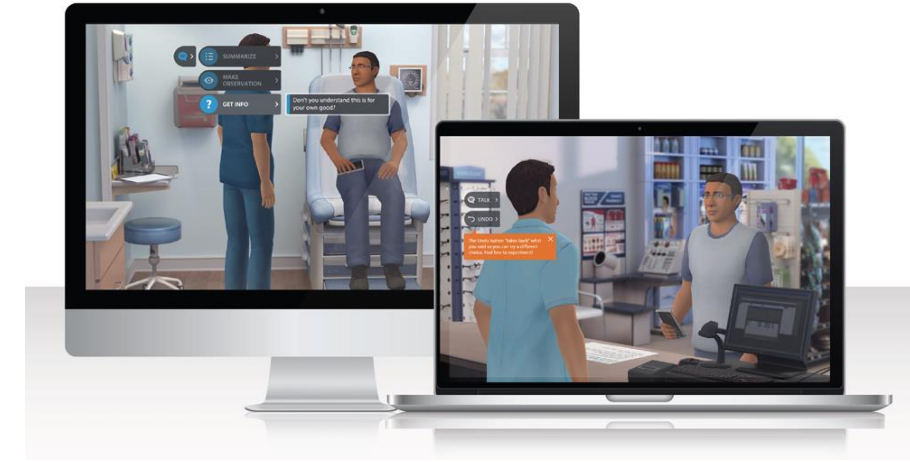
Top Skills & Competency



TOP TEN DURABLE SKILLS			
Skill Ranking	Durable Skill Keyword	Durable Skill Competency	# of U.S. Job Postings
1	Communications	Communication	22,770,549
2	Customer Service	Communication	17,187,192
3	Management	Leadership	16,933,506
4	Leadership	Leadership	15,539,695
5	Detail Oriented	Metacognition	10,997,835
6	Problem Solving	Critical Thinking	10,944,655
7	Planning	Metacognition	7,401,327
8	Presentations	Communication	6,968,422
9	Written Communication	Communication	6,966,321
10	Interpersonal Communications	Collaboration	6,053,156

Organizations	Terms for Skills	Competencies		
Essential Skills Program	Essential Soft Skills	1. Communicator 2. Collaborator 3. Self-aware 4. Adaptable	5. Resilient 6. Empathetic 7. Culturally Responsive 8. Problem Solver	9. Innovative 10. Digitally Literate
Jobs for the Future (JFF)	Employability Skills	1. Leadership 2. Teamwork 3. Written communications 4. Problem solving 5. Verbal communications 6. Strong work ethic 7. Initiative	8. Analytical/ Quantitative skills 9. Flexibility/ Adaptability 10. Technical skills 11. Interpersonal skills 12. Computer skills 13. Detail-oriented	14. Organizational ability 15. Friendly/ Outgoing 16. Strategic planning skills 17. Creativity 18. Tactfulness 19. Entrepreneurial skills/ Risk-taker
Partnership for 21st Century Learning	21st Century Skills	1. Creativity 2. Collaboration 3. Communication 4. Critical thinking		
Education Design Lab	21st Century Skills	1. Initiative 2. Creative problem-solving 3. Collaboration	4. Intercultural fluency 5. Resilience 6. Critical thinking	7. Oral communication 8. Empathy
DeBruce Foundation / KC Rising	Essential Skills	1. Critical Thinking 2. Communication	3. Collaboration 4. Interpersonal Skills	5. Executive Function 6. Proactivity
Center for Curriculum Redesign	21st Century Skills	1. Creativity 2. Critical Thinking 3. Communication 4. Collaboration	5. Mindfulness 6. Curiosity 7. Courage 8. Resilience	9. Ethics 10. Leadership
Emsi	Human Skills	1. Communications 2. Management	3. Leadership 4. Problem solving	5. Teamwork 6. Critical thinking

Evaluating and Assessing Skills with PersonAbility



PersonAbility™ uses role-play conversations with virtual patients to combine the science of learning with the art of conversation. These simulated conversations ensure that knowledge is actively constructed, not passively accepted, through:

- Active decision-making
- Continuous & immediate feedback
- Contextual & empathetic learning
- Deliberate practice tailored to the learner



93%

of employers feel health professionals do not have adequate training on soft skills



67%

of HR managers said they would hire a candidate with strong soft skills, even if technical abilities were lacking

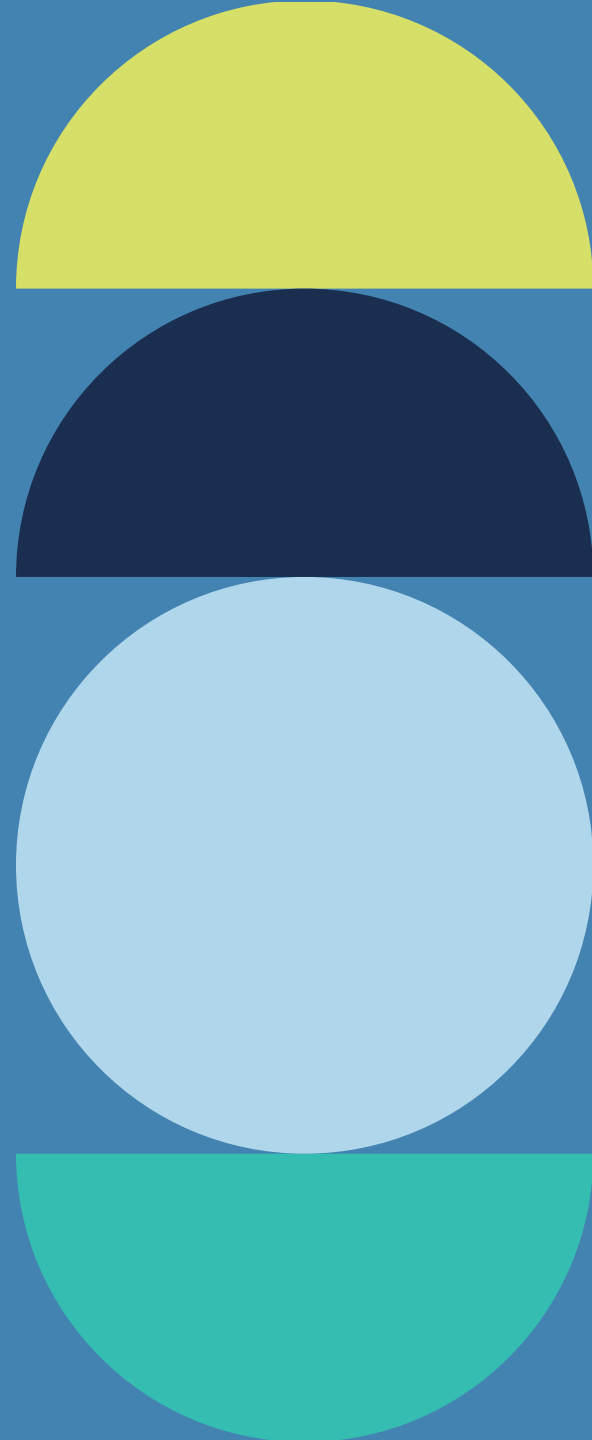


Only 53%

of patients said that the healthcare system generally provides compassionate care



Training Programs and Key Partnerships



NEW ORLEANS
CAREER CENTER

Ochsner Health

LCMC
Health

Talent Talks
Hospitality to Healthcare: Your New Career

Introducing “Hospitality to Healthcare” Initiative

The Challenge – Early 2020:

- COVID pandemic hits New Orleans’ hospitality industry hard
- Need to support frontline hospitality workers who had lost jobs to reskill and find new employment
- Health systems saw high turnover due to COVID burnout and exhaustion
- **Demand far exceeded supply of certified PCTs**

50%↓
Local hospitality jobs

The Value of Partnerships:

- NOCC’s community-wide reputation
 - Trusted, high-quality training provider
 - Convenor & connector among government, non-profits, business/industry to align training with need
 - Ochsner Health and LCMC Health – region’s two major health systems – had experience with NOCC hires



NEW ORLEANS CAREER CENTER

Ochsner Health

LCMC
Health



Training Programs & Community Partnerships

Program Details:

- 10-week accelerated patient care technician train-for-hire program with a focus on individuals that are un- or underemployed
- Free tuition, all learning supplies provided, and wrap-around supports
- Earn industry recognized credential – CPCT via NHA
- **Continued Success:**
 - 75% hired across two employer partners
 - 80% certification rate
 - 240+ certified CPCTs since Spring 2020

Blueprint for Success:

- Meet the student where they are
- Create hands-on, work-based learning opportunities
- Promote peer-to-peer networks
- Support instructors and empower our educators
- Ensure learners successfully earn industry recognized credentials
- Engage employers in a responsive partnership

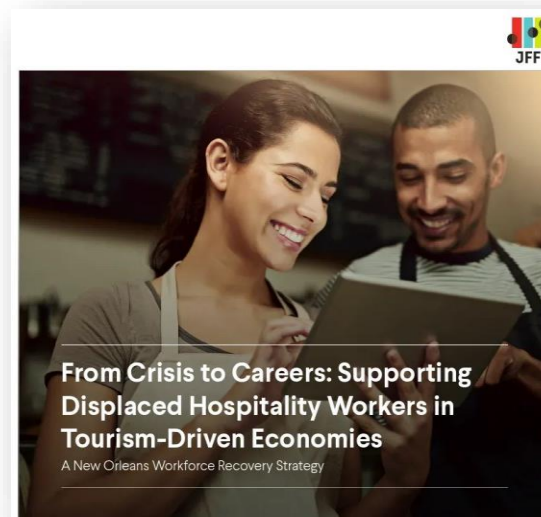
NEW ORLEANS
CAREER CENTER

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Talent Talks
Hospitality to Healthcare: Your New Career

“Hospitality to Healthcare”



"employability competencies"

"competency-based
approach to reemployment"

"experience-based
skill jobs"

"rapid reskilling and
reemployment"

Key Steps to Success:

1. Develop an implementation team
2. Secure funding
3. Review required skills
4. Identify education and training services
5. Understand credential requirements
6. Identify employability skills and technical skills
7. Engage partners
8. Provide ongoing support

From McDonald's to Medicine: A Path of Opportunity

Quontisha Chisholm's Journey

“ People come to McDonald's because it's an easy job to get, but McDonald's offers so much more than just flipping a burger and messing with fries, you get customer service skills, you learn a lot of different aspects in the career while you're there, and they follow you, because when you come into the medical field, you need that customer service, you need to be able to work with different people from different backgrounds. ”

My journey wasn't an easy one, but everything that I went through was worth it," Chisholm said. "I'm just excited to see where it takes me next, and without getting my high school diploma through the McDonald's Archways to Opportunity, and without Nemours offering me a job – I got my foot in and I don't know where I would have been, but it's been a life changer for me and my children.



Healthcare Workforce Solutions

About Ascend Healthcare Workforce Solutions

Ascend Healthcare Workforce Solutions provides evidence-based, ready-to-implement programs that standardize practice and provide a clear path for professional growth, leading to greater recruitment, retention, performance and ultimately impacting healthcare system outcomes.

Bringing you the best of Ascend's brands including ATI and NHA, Ascend Healthcare Workforce Solutions delivers solutions that meet your recruiting, training and retention needs across Nursing and Allied Health roles.



Orientation (OJT)

Supports standardized practice across facilities through a ready to implement Evidence Based Onboarding Program to train and orient that is scalable, enhancing the onboarding experience, supporting the pipeline, and preparing staff to work at the top of their scope.



Career Path

Provides a path for career advancement, increase retention, helps healthcare systems support career growth goals of employees and career satisfaction.



Clinical Professional Development Ladder

Promotes professional growth within the role through recognition and rewards programs that offer consistent promotion pathways that can be scaled across healthcare facilities to reduce turnover, sick time, decreased use of agency staff, and improves workforce satisfaction.

Solutions

Outcomes

Services

Insights

Healthcare Workforce Solutions



Healthcare Workforce Solutions

Get expert, easy-to-implement solutions for standardizing practice in your healthcare workforce.

Ascend Healthcare Workforce Solutions helps improve employee recruitment, performance and retention.

PCT Healthcare Workforce Solutions Packages

	Orientation (OJT)	Career Path	Clinical Professional Development Ladder
6-week Orientation Plan	☑	☑	☑
CPCT Study Guide	☑	☑	☑
CPCT Practice Tests		☑	☑
CPCT Certification Exam		☑	☑
PersonAbility™	☑	☑	☑
Communication & Collaboration	☑	☑	☑
Implementation Support/Resources	☑	☑	☑
Program Manager Platform*	☑	☑	☑
Clinical Professional Development Ladder			☑
Program Cost	\$270	\$474	\$474
Discount	%	%	%
Total Product Cost (per employee)	\$270	\$474	\$474
TOTAL Year 1 Platform and Implementation Fees	\$5,400	\$5,400	\$7,800

*Program Manager platform license fees are \$2,500 (1 facility; 5 users) year 2 and beyond.

NHA Healthcare & Ascend Healthcare Workforce Solutions (HWS)

Sales Alignment "Cultivate a Skilled and Sustainable Workforce"

Three comprehensive solutions for the MA, PCT, Phlebotomy and Nursing:

- OJT Orientation/Onboarding
- Career Paths
- Clinical Professional Development Ladders

Mapped to Regulatory and Professional Standards, and Key Quality Metrics
Embedded with a full suite of NHA learning resources AND... ATI's Program Manager

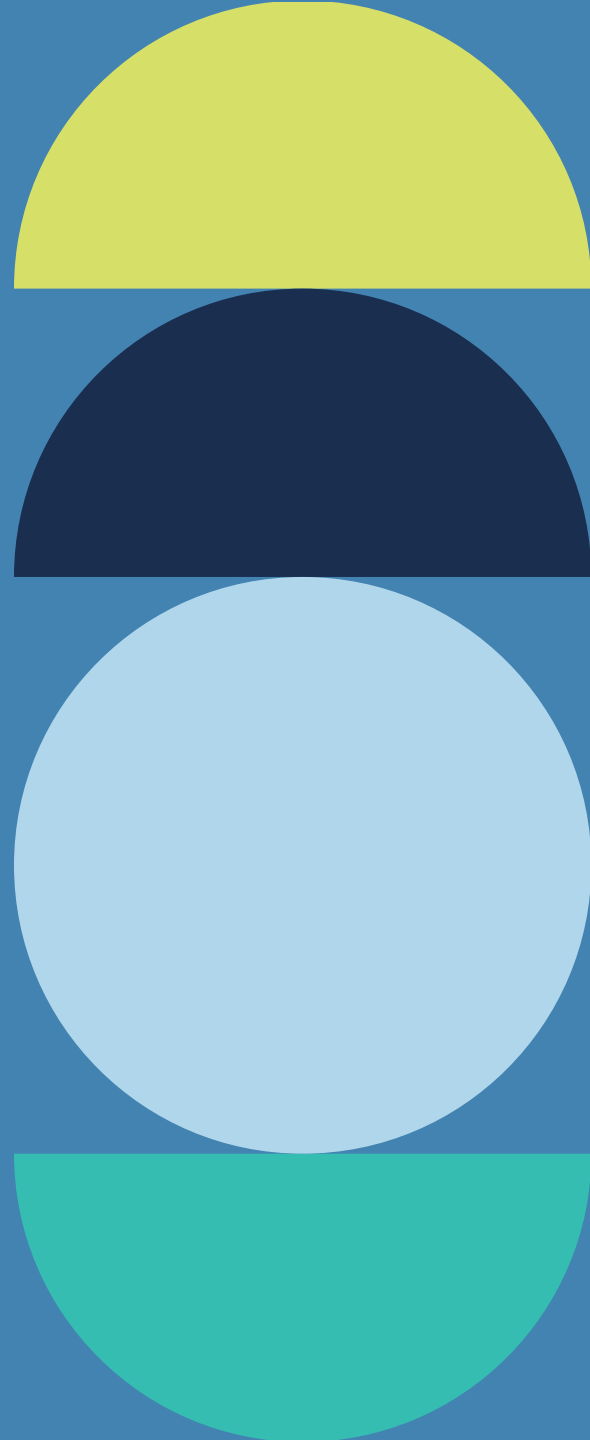
Are designed to:

- equip individuals with the right skills and knowledge
- fuel career advancement,
- reduce turnover and turnover costs to the healthcare employer
- drive positive patient outcomes





Career Advancement and Career Pathways





Currently, skills are the currency that drives progress. How many of your organizations are putting a key focus on skills?

(Chose all that apply)

- a. Skills Gap
- b. Skill Development
- c. Skills Based Hiring
- d. Upskilling or Reskilling



A Focus on Skills Development

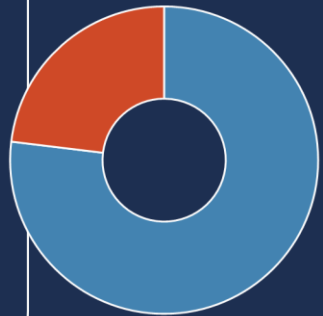
- **Skills are the trend in 2024** - skills shortage, upskilling, reskilling, and skills-based hiring.
- Leaders across 21 global markets and found that 72% believe the **skills gap will cause business problems** this year, up 8% from 2023.
- Talent leaders expect **increased competition for hard-to-find skills** (34%) and scarcity of specialty skills (32%) to be among their top challenges this year.
- **Skills-based practices** can help solve healthcare's critical staffing issues. They attract more workers to close an incoming gap, encourage more training and upskilling, and create a culture where workers feel safe.

A large, stylized blue '80%' graphic with a white background and a drop shadow, positioned on the right side of the slide.

of companies are shifting to a skills-based hiring model, and plan to place more emphasis on skill development in the coming year.

82%

of employees believe career laddering program for entry-level workers would increase employee retention rates, however only 45% currently offer a program.



>70% of employers have or are planning on creating new hire or reskilling training programs to address staffing needs

Career Development & Support

- Focus on **continuous learning**: **80%** of working adults are interested in going to school, but only **40%** know their employer offers a tuition reimbursement assistance program and a smaller fraction — **2%** of employees — participate in these programs.
- Target individuals ‘**transferrable or durable skills**’
- **Maximize your LMS**
- **Partnerships are key**
- Invest in ‘**Transition to Practice**’ support – streamlined and standardized onboarding and training.
- Consider **healthcare apprenticeship models** - catered to current, non-clinical staff as (receptionists, patient transport, environmental services) with existing high durable and transferable skills.



Ways to Find and Keep Talent for In-demand Roles

The top three ways employers are solving hiring challenges:

1. Focus on Skills Based Practices
2. Upskilling Employees and Existing Staff
3. Recruitment Agencies



1. Be open to finding or recruiting talent from non-traditional areas or methods.
2. Recognizing the contribution and value of allied health workers.
3. Set your talent up to succeed.
4. Be sure to measure the hidden costs of constant churn (recruitment & onboarding) to emphasize the importance of transferable skills and that upskilling has on retention.

1

Transferrable Healthcare Skills

- The notion of a Healthcare Highway is becoming more practical in today's path towards career success.
- 85% of job success comes from having well-developed soft and people skills.
- 7 OUT OF 10 most requested skills in job postings are Durable Skills.
- Over 90% of employers prioritize teamwork and communication over job-specific knowledge.

2

Training Programs & Key Partnerships

- Be open to finding or recruiting talent from non-traditional areas or methods – Hospitality to Healthcare.
- Forge partnerships to build high-quality pathways that set students up for success.
- Incorporate industry recognized credentials to validate skills and competency.
- Implement streamlined and standardized onboarding and training.

3

Career Advancement & Pathways

- Be focused on skills development, it is the currency that drives progress.
- 70% of employers have or are planning on creating new hire or reskilling training programs to address staffing needs.
- Recognizing the contribution and value of allied health workers.
- Create clear pathways for learning, training and professional growth.



Exclusive Insights About In-Demand Allied Health Professions

We collected insights and data from employers of allied health professionals, digging deeper to understand what they seek in candidates, what these professionals' daily work looks like, and what traits and skills make them most successful in their roles. **Here's what we found.**

[Get the Full Report](#)



NHA Industry Outlook 2024





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TOGETHER

We can empower people
to access a better future.

Questions?



We want to hear from you!

Please take 1-2 minutes to click on the link in the chat to complete the survey.

nhanow.com/webinar-input



Note: Your responses will not be shared publicly, and upon completion, you will be entered into a drawing for a chance to win a \$50 Amazon Gift Card.



Thank You!!!

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The image shows the cover of the '2024 Industry Outlook' report. The cover is dark blue with white and orange text. It features the 'nha' logo in the top left corner. The main title is '2024 Industry Outlook' in large white font. Below the title, there are three statistics in white boxes with orange accents: '82%' (with text: 'of respondents in our industry expect to increase their workforce in 2024'), '83%' (with text: 'of respondents expect to increase their workforce in 2024'), and '74%' (with text: 'of respondents expect to increase their workforce in 2024'). A QR code is located in the bottom left corner of the cover. The website 'nhanow.com' is visible in the bottom right corner of the cover. The entire graphic is set against a light blue background with a dark blue reflection below it.