State Policies to Strengthen the Direct Care Workforce

February 8, 2022
1:00-2:00 EST
Almost half of state Medicaid programs utilize unlicensed counselors — Wendy Fox-Grage

- Project Director, RAISE Act
- Family Caregiver Resource and Dissemination Center
State Solutions to Strengthening the Direct Care Workforce

Robert Espinoza, Vice President of Policy, PHI
4.6 million direct care workers in the U.S.

Source: PHI, 2021.
7.4 million job openings in direct care between 2019 and 2029.

Source: PHI, 2021.
“I think isolation in general is a challenge for caregivers, but with the risk of COVID added, it has really been very taxing. I’d say that’s the hardest part of the job for me.”

Erika Honan
HOME CARE PROVIDER AND CAREGIVER
EMERGENCY RESPONSE TEAM (CERT) PROVIDER
AT HOMEBRIDGE IN SAN FRANCISCO, CA

PHInational.org  f  t  i  n  #CaringForTheFuture
Caring for the Future
The Power and Potential of America's Direct Care Workforce
Reform Long-Term Care Financing
Increase Compensation for Direct Care Workers
Strengthen Training Standards and Delivery Systems for Direct Care Workers
State Approaches: Home Care Aide Training and Certification in Washington State (Training)

© 2022 PHI
Fund, Implement, and Evaluate Direct Care Workforce Interventions
State Approaches: MercyCare’s Innovation Fund in Arizona (Workforce Interventions)
State Approaches

Improve Direct Care Workforce Data Collection and Monitoring
State Approaches: Workforce Reporting Requirements in Texas (Data Collection)
Rectify Structural Gender, Racial, and Other Inequities for Direct Care Workers
Center Direct Care Workers in Leadership Roles and Public Policy
Shift the Public Narrative on Direct Care Workers
State Approaches: Wisconsin’s WisCaregivers Career Program (Public Education)
PHI Services: Workforce Research and Strategy

Survey the direct care workforce
Develop a recruitment and retention strategy
Advise the creation of a data collection infrastructure

Produce rigorous fact sheets, research briefs, and landscape studies
Inform the design of various direct care workforce policy interventions
Launch a social media public education campaign

Make a powerful, data-driven business case
Diagnose direct care training infrastructure needs
Bring expertise to convening a statewide direct care worker task force

PHInational.org
THE MOMENT IS NOW

ESSENTIAL JOBS, ESSENTIAL CARE

ADVOCACY SKILLS SERIES

MARCH 2022

PHI is partnering with Michigan’s IMPART Alliance, the New Mexico Caregivers Coalition, and the North Carolina Coalition on Aging to co-host a series of virtual skill-building sessions for their coalition members to support them in effectively advocating for these essential jobs.

- Convening and Mobilizing a Strong Coalition
- Communicating the Value of Care Work
- Building the Relationships You Need to Win
PHInational.org

- Learn about our consulting services, policy research, advocacy, and public education campaigns
- Scroll through our multi-media library of research, analysis, and other resources
- Download state-by-state data on the direct care workforce
- Bookmark our newsroom for the latest news and opinion: PHInational.org/news/
- Subscribe to our monthly newsletter: PHInational.org/sign-up/
- Join our online community on Facebook, Twitter, and LinkedIn (@PHInational)

PHI works to transform eldercare and disability services. We foster dignity, respect, and independence for all who receive care, and all who provide it. As the nation’s leading authority on the direct care workforce, PHI promotes quality direct care jobs as the foundation for quality care.
Arizona’s Approach To
Strengthen the Direct Care Workforce

NASHP Webinar on State Policies to Strengthen the Direct Care Workforce
February 8, 2022

Bill Kennard, Administrator Healthcare Workforce Development
Arizona Medicaid At A Glance

Largest insurer in AZ, covering over 2 million individuals and families...

AHCCCS uses federal, state and county funds to provide health care coverage to the state’s Medicaid population.

...more than 50% of all births in AZ...

More than 114,500 health care providers are registered with AHCCCS.

...and two-thirds of nursing facility days.

Payments are made to 15 contracted health plans that are responsible for the delivery of care to members.
AHCCCS Polices for Strengthening the Direct Care Workforce

- AMPM 1240-A
  HCBS Services

- ACOM 429
  Direct Care Worker Testing and Training Program

- ACOM 407
  Workforce Development
ACOM 429 provides the programmatic building blocks for developing a strong DCW workforce.

DCWs Must Complete a Standardized Testing and Training Program

- Required Auditing by MCOs
- Required Supervision
  - Trainer Experience & Expertise
  - Must use Standardized Tests
  - Challenge Testing Allowed
  - Use of the DCW Database
- Testing and Training Agencies must be approved
- Training must use, or be based on, the Principles of Caregiving
- DCWs Must Complete a Standardized Testing and Training Program
ACOM 407 – Workforce Development Policy

ACOM 407 - requires MCOs to implement Workforce Development Operations

- Role and Purpose of WFD
- Functions of a WFD-Operation
- WFD Assessment and Planning
- Workforce Monitoring
- Workforce Data Collection
- Providing Technical Assistance to Providers
MCOs Must Collaborate as a “WFD Alliance”

In addition to ensuring their provider networks have the required workforce capacity and capability, MCOs collaboratively assess, plan and act on common workforce challenges.
Each Workforce has an Advisory Council

Advisory Councils
- Give input & insights about the workforce
- Give feedback on plans and priorities
ARPA provides a unique opportunity to build the infrastructure needed to sustain AHCCCS’s policy driven efforts to build a strong Direct Care Workforce.
Thank You.
Direct Care Workforce Initiatives

State Policies to Strengthen the Direct Care Workforce
February 2022 Webinar

Dr. Hayley Gleason, Director
Strategic Outcomes Division
Economic Recovery Officer
Office of Community Living
Building State-Wide Support for the Direct Care Workforce

1. Building the Base: Cross-State Agency Collaboration
2. Designing the Structure: Developing Goals & Strategies
3. Executing the Plan: Defining & Implementing Actions
4. Gaining Momentum: Building Stakeholder Support
Cross-State Agency Workgroup

- Formed in 2018 at the request of the Health Cabinet, led by the Lt. Governor
- Includes representatives from 7 state agencies and the Governor and Lt.Governor’s Offices
- Tasked with defining the problem, outlining goals, and developing an action plan
  - Includes key strategies, tasks, timelines and responsible agencies
- Launched the stakeholder phase in 2020
Direct Care Workforce Goals

1. Support Crisis Response & Recovery
2. Expand Cross-Agency Collaboration
3. Recruit New Individuals into the Field
4. Build Career Ladders & Growth Opportunities
5. Improve Retention
6. Develop a Strong Stakeholder Alliance
Strategies

1. Provide **immediate relief** to employers and workers to address COVID related shortages, such as rate increases and direct hands-on support.

2. Strengthen the Long Term Direct Care Workforce group to leverage opportunities for greater **cross-agency collaboration** utilizing stimulus funding and new legislation to address immediate and long-term needs of the workforce.

3. **Raise awareness** about direct care positions in order to recruit new individuals into the field.

4. **Create career advancement opportunities** by redefining Direct Care Workforce position credentials & removing barriers to advancement.

5. **Promote retention** through known best practices and improved compensation.

6. ** Activate industry stakeholders** to refine and accelerate other efforts.
ARPA HCBS Background

- Section 9817 of the American Rescue Plan Act (ARPA)- a provision outlining funding to support increased access to home and community-based services (HCBS) for Medicaid beneficiaries
- Impact in Colorado:
  - Colorado anticipates total funding of approx. $530 million
  - Colorado’s spending plan was approved by CMS and the CO Joint Budget Committee (JBC) on 9/21/2021
  - Initiatives focused on the Direct Care Workforce account for 50%+ of the total budget ($262 million)
# ARPA Direct Care Workforce Initiatives

<table>
<thead>
<tr>
<th>Project:</th>
<th>Budget:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Payments to Providers and Workers</td>
<td>$244 million</td>
</tr>
<tr>
<td>Direct Care Workforce Data Infrastructure</td>
<td>$1.1 million</td>
</tr>
<tr>
<td>Standardized Core Curriculum &amp; Specialization</td>
<td>$3.1 million</td>
</tr>
<tr>
<td>Resource &amp; Job Hub</td>
<td>$750k</td>
</tr>
<tr>
<td>Establish a Training Fund</td>
<td>$9.2 million</td>
</tr>
<tr>
<td>Career Pathways</td>
<td>$500k</td>
</tr>
<tr>
<td>Public Awareness Campaign</td>
<td>$400k</td>
</tr>
<tr>
<td>Workforce Compensation Research</td>
<td>$50k</td>
</tr>
</tbody>
</table>

Visit [https://hcpf.colorado.gov/arpa](https://hcpf.colorado.gov/arpa) for more in depth information on all these projects
Actions

1. **COVID Response:** Provide a 2.11% rate increase for HCBS providers to address workforce shortages; offer hands on support through the national guard and staffing contractors.

2. **Cross Agency Collaboration:** Leverage the expertise of other agencies in developing career pathways by providing funds to support expanded internal capacity; maximize stimulus funds to address workforce challenges.

3. **Raise Awareness & Increase Recruitment:** Launch a public awareness campaign; Build a one-stop resource and job source hub for prospective and current direct care workers.

4. **Build Career Advancement Opportunities:** Develop a core standardized curriculum with specialization modules; Build pathways for advancement other allied health professions.

5. **Promote Retention:** Implement a new $15/hour base wage requirement for all HCSB workers.

6. **Activate Industry Stakeholders:** Leverage the Direct Care Workforce Collaborative as partners in executing and promoting new workforce efforts.
Stakeholder Engagement & Partnership

• Hosted a Direct Care Workforce Summit in 2020 as a kick-off of our stakeholder engagement
• Launched the Direct Care Workforce Collaborative in January 2021

Stakeholder-led group

Mission: Stabilize the direct care workforce by implementing strategies that support priority issues and raise awareness about their value

Vision: To be recognized as the central hub for action, expertise, and advocacy on the direct care workforce
Collaborative Structure

Leadership:
- Stakeholders are selected to serve in leadership roles
  Collaborative Co-Chairs
  Action Group Co-Chairs
- Department of Health Care Policy & Financing serves as the backbone organization; other State Agencies are advisors/participants
- Three topic-focused action groups formed to move efforts forward

Meeting Structure:
- Quarterly collaborative meetings- Open to the public; educational and used to gather input and feedback
- Bi-monthly action group meetings- Action oriented
  Workgroups developed as needed
Thank You

Additional Resources
Direct Care Workforce Collaborative Website
Colorado HCBS ARPA Website

Contact Information
Hayley Gleason, PhD, MSW
hayley.gleason@state.co.us
• Please enter your questions using the Q&A function
Thank You!

• Please complete the evaluation in the pop-up box after the webinar to help us continue to improve your experience!