

Healthcare Trends Impacting Workforce Development in Health IT

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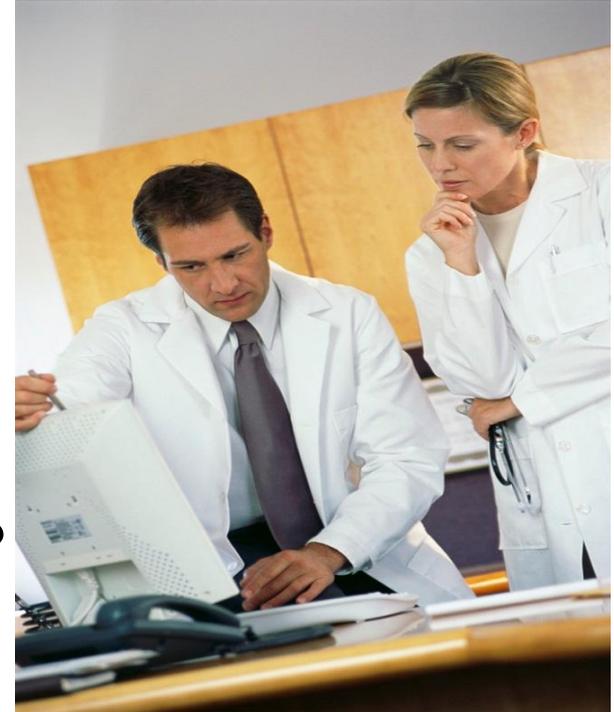
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What We're Doing Today

1. Defining what the healthcare industry is and will be seeking in terms of core skill sets in potential employees;
2. Clarifying the forces that are converging to create the projected need for a new Health IT Workforce, and
3. Generating ideas on connecting the most well-qualified trainees with potential employers offering rewarding and family-wage career pathways.

Key Areas of Focus

1. Context on an Industry in Transition
2. Which Employers Really Need this New Health IT Workforce?
 1. What Does a Health IT Workforce Training Program Need to Succeed?



Context on an Industry in Transition

The “Push and Pull” of the Health IT Marketplace:

1. The federal “push” incentivizes care providers to adopt electronic medical records. The Affordable Care Act is driving the emergence of payer and reimbursement models based upon personal health management by coordinated care teams.
2. From the healthcare consumer market side, consumers and their employers will cooperate to manage personal health & wellness with the tools now available.

Many market stakeholders (but not ALL) are incentivized to bend the cost curve downward

*Context on an Industry in Transition*_(cont.)

Standards-based technology is the order of the day for the industry because...

- Improved quality personal & public health at a total reduced cost of care is impossible without it.
- Health IT enables Healthcare Informatics to inform personal (and public) health to facilitate and optimize evidence-based, predictive, personalized care management.

Without this shift, our current state of affairs will remain.

Healthcare costs more than double that of other developed nations with arguably some of the world's worst outcomes as related to chronic disease / preventive care.

*Context on an Industry in Transition*_(cont.)

Health It vendors, entrepreneurs and start-ups face challenges on the technology-based, “supply side” of the industry:

- Standards for basic interoperability among and between Health IT applications are still emerging, and will be for the foreseeable future (ONC / S&I Framework / HL7 / Direct / Connect...)
- Geography plays a role, as states and communities vary widely on their degree of adoption of state-wide and community-based HIEs
- Systems vendors are beginning to announce interoperability initiatives (i.e. Commonwell Alliance), although intense competition tends to de-incentivize interoperability and integration between systems
- The “to market” runway for entrepreneurs and start-ups is incredibly lengthy, complex to navigate and thus costly compared with that of other industries, acting to slow innovation

Context on an Industry in Transition(cont.)

Interoperability options for health information exchange are confusing to the provider market, too:

- Hospitals & ambulatory facilities have spent \$Billions implementing EHRs – and these are often not fully utilized due to lack of training and well-staged implementation
- The vetting process for EHR system selection is often not well-understood and/or managed, resulting in unnecessary expense, underutilization, and significant loss of productivity during typically lengthy implementation cycles
- Stakeholders within systems and facilities can have conflicting interests related to the selection and adoption of EHRs and technologies related to HIE
- The federal “push” by the Affordable Care Act and other policies toward coordinated care teams and outcome-based payer models has the provider market in operational and financial restructuring mode

So Which Employers Really Need This New Health IT Workforce?



Short Answer: The Healthcare Market

Providers (Great need for workforce to deploy and diffuse technologies in rural health space where physician, allied health personnel and facilities shortages exist)

EHR Vendors

Start-ups and emerging Health IT companies

Employers (Rapidly-growing trend toward self-insured, comprehensive employee health management programs)

Ambulatory Facilities

Hospitals



In Georgia, the Need is Immediate

- Impressive List of 215+ companies in Atlanta's Health IT Cluster
- These companies are growing: 57% percent expected, in 2011, to expand within two years; expected revenue growth was 40 percent per annum
- Average wages for all cluster firms are just over \$100,000, with 7 of 11 industry codes with average wages over \$80,000
- Unemployed lack skills to fill job openings: Industry says so!
- Many are trying to get back to work through short-term programs – need stipends to enable workforce with talent to shift gears
- **Other geographies are facing less dramatic, but essentially strong need for a new kind of HIT workforce**

What Does a Health IT Workforce Training Program Need to Succeed?

- The Health IT workforce of the future must be prepared for a continuously shifting market and constantly emerging technologies.
- Students will help shape the evolution of technology via emerging training programs, such as our “Feet on the Ground” Health IT Certificate program at Gwinnett Technical College that prepares a broad student base for one of six rapidly growing industry roles.

What Does a Health IT Workforce Training Program Need to Succeed? (cont.)

As technological adoption gets deeper and wider, emerging roles such as those related to security and analytics management and training become obvious.

- Curriculum development needs to be ever-evolving, nimble and accessible to workers “where they are” through on-line delivery
- Programs should include experiential lab-based learning to expose learners to an evolving, “state-of-market” suite of tools that they will use on the job
- We should continuously assess and implement a program with an organic curriculum based on the feedback loop between industry and educators and trainers.

What else???

Recommendations for Workforce Development Agencies & Facilitators

Strategic “touch points” for best practices to consider:

- (1) Ideas around skills transference for those moving between occupations, i.e.,
 - Meet learners “where they are”. Build curriculum bridges for complementary skills training in modular, agile “bites”
 - Pre-assessment of current skill sets to identify gaps and teach only complementary training necessary to obtain work in a new industry

- (2) Ideas around outreach practices to bring awareness and connections to those seeking new career pathways in relatively short timeframes, i.e.,
 - Can we utilize social media to identify and screen candidates?
 - How and where can we provide a one-stop resource or connect the existing slate of resources into a single access point for adult learners seeking new careers and training programs related to their specific interests?

Wrap-Up and Q&A

- How can we enhance awareness of workforce development agencies of these emerging programs so they can simply and accurately self-screen to match specific career goals?
- What defines a “fast-track” career pathway?
- What defines Time training to potential earnings ratio?
- What else?