How to Better Package and Promote Success

CHPC Conference 2012
Tell great stories
Make math matter
Spread the word
Break Through Information Overload
Rational + Emotional
70 percent of community college deans say programs are highly sought by students

“With the way the economy is, I feel the medical field has more stable jobs,” said Lee, 30, of San Francisco. “I also like learning about anatomy and using technology. And it’s a field where you can actually help people.”
Leveraging Stories
The Opinion Shop

breaking thoughts from the members of the San Francisco Chronicle Editorial Board

Health care providers needed to help train interpreters

by Nora Goodfriend-Koven

In 2009, Edna Gutierrez visited an East Los Angeles clinic about a lump in her breast. Suspecting breast cancer, she was referred to a hospital for a biopsy, where the nurses and doctor began prepping the wrong breast.

Not understanding when Gutierrez pointed to her other breast and spoke in Spanish -- including pleas for an interpreter -- they took a sample from the wrong breast, which led to a “cancer free” diagnosis.

Four years later, Gutierrez returned to a doctor with sharp pains in her other breast. They discovered that she had Stage Four cancer, but, without an interpreter, she was still unable to understand the diagnoses or treatment options.

She asked her 15-year-old daughter to interpret, but the young girl was too distraught to deliver the terrible news. During the surgery consultation, Gutierrez had to call her brother, who was traveling for work. On the side of the road, he had to tell his sister that the doctors gave her a 30 percent chance of survival before surgery.

No one should have to go through what Gutierrez endured -- not in a first-world country with a first-class medical system. Too many stories like this led to a landmark law two years ago that promised more equitable care for all Californians.
“We can't afford to turn away any more Lelands.”
Making Stats More Memorable
Over the next 20 years, California’s population will grow by 10.2 million people — an increase that is equivalent to adding the entire state of Michigan.

10.2 million people
In one year, college students consume enough alcohol to fill 3,500 Olympic-size swimming pools.
Packaging Stories & Stats
Allied Health:
The overlooked key to California's economy, job growth and high-quality health care

Why is Allied Health and why is growing its presence critical—and promising—for creating jobs, growing our economy and improving the quality of health care?

Few people are familiar with Allied Health, the six professions that support doctors and nurses—occupations that perform the work of health care delivery.

Allied Health professionals are a vital part of the healthcare team, working to support and enhance the care provided by doctors, nurses, and other healthcare providers.

But California is not on track to fully realize the promise of this job and revenue generating sector. In fact, we should be doing more to leverage these opportunities for better overall health care.

The top three reasons Allied Health is good for California:

1. **Jobs**
   - Allied Health professionals provide critical support for the healthcare system and contribute to the state's workforce.
   - Allied Health careers are in high demand and offer opportunities for growth and advancement.

2. **Revenue**
   - Allied Health professionals generate revenue for the healthcare system, contributing to the state's economic growth.
   - Allied Health services are essential for providing high-quality care to patients.

3. **Care**
   - Allied Health professionals play a vital role in providing care to patients, enhancing the quality and accessibility of healthcare.
   - Allied Health programs are critical for addressing healthcare needs and improving overall health outcomes.

Putting Californians Back to Work

California already employs more than 691,130 Allied Health workers. This number is expected to increase to over 988,000 Allied Health workers by 2030. The state’s 1 million Allied Health workers’ collective earning power will exceed $110 billion. This increase will help to reduce the state’s overall health care costs.

Keeping California Healthy

Allied Health professionals are critical members of the patient care team, providing essential care and support to patients and families.

But Training Programs are Falling Short

California’s universities and community colleges will rely on the capacity to train 654,000 of the needed workers—only two-thirds of the workforce we need. Unless California increases the capacity of its education system, by 2030 there will be between 170,000 and 275,000 jobs that must be filled either by out-of-state workers, or by Californians who would be forced to leave the state for training.

CalHealthJobs.org • Twitter: @CalHealthJobs
A Day in the Life

Renata
Antioch
Physician Assistant

Find Physician Assistant job listings 54651

When I was in high school, I was a “candy striper” (that's a nickname for a hospital volunteer) in an emergency department. I have always been fascinated by science and the human body. It was exciting to look at X-rays with the doctors, talk with patients and watch the daily events in the department unfold. Being a part of the excitement was unforgettable, and my goal was to be in health care someday.
Using Social Media
Kirsten Spittle @Kspits
Check out this article by @hadleypdxdc in @USAToday: Aging population a boon for healthcare workers usatoday.com/story/money/… #healthcare #jobs
View summary

Retter Dental Care @MontrealDental
A great #dentalcare and #oralhealth INFOGRAPHIC via @dentalplanscom ow.ly/ebFUZ
Expand
Making It Mainstream
Patient navigators help smooth way for patients, providers

January 19, 2012
By M. Stephanie Sario and Christine Solis
Shortage of doctors in the Valley anticipated

November 9, 2011
By Barbara Anderson
LAUSD must boost graduation rates, new superintendent says

April 17, 2011 | 4:16 pm

make every school a magnet

Posted by: lausdparent | April 17, 2011 at 05:23 PM

Easy to do this - institute prop 107.

Posted by: David | April 17, 2011 at 06:16 PM

Wow 55% to 70%. What ever happened to the country that reached for the moon, and the stars and now reaches for a hand-out!!

Posted by: Michael E | April 17, 2011 at 06:19 PM

If you want to raise graduation rates, then you must make school a meaningful place to go. Enrichment programs like field trips, computer labs, and educational assemblies help to accomplish this, but PTAs have to foot these bills. Please help by supporting our school’s auction at:

www.holdingforgood.com/valleyview

Tons of great items and amazing deals. Please check it out - we need your help!

Posted by: Sandelle Kincaid | April 17, 2011 at 06:35 PM

You think the superintendent cares about the kids? He only cares about the money...

LAUSD gets paid for every student in school, per day - so it would be wise to keep them in school for as long as they can in order to yield enough profit from each student. Since that is the case, LAUSD does everything they can to keep the kids there as long as possible for the least amount of expense - like say - social promotion. It benefits them in two ways to just keep pushing the kids through until the end. Keeping kids back means more kids in classrooms, but no extra money to pay for the additional teachers. Push them through till HS and then you get the most money out of them, and by that time who cares if they drop out - not their problem.

It is time for people to realize that we have big time problems in this city, the state and in the country. And without answering those big questions with real answers because if we keep turning out dropouts instead of graduates - we are doomed as a society...

Posted by: bill lopez | April 17, 2011 at 07:06 PM

I'd like to see somebody inspire the kids who do not care, do not want to study, will not show up. Then see if you can make their parents care. That would be magic.
Supreme Court Signals It Will Toss Out Lawsuit Against Coal-Fired Power Plants

The court’s action Tuesday was a blow for environmentalists who had fought in court to stop the construction of new coal plants in California, and a victory for energy companies looking to expand their coal-fired capacity.

Counties Differ Radically On Handling Of Juvenile Crime

A proposed realignment of the state’s juvenile justice system by placing more youth in county programs and reducing the number of kids in state facilities has caused confusion and debate among counties.

Cheating Charges Abound At 'Conscendents' School

The court ruled that a school district can’t use a test to determine whether students have cheated on coursework.

Ex-Legislative Analyst Named To Health Board

The California Health and Human Services Agency has picked Elizabeth Hild, a former legislative analyst, to fill a vacant seat on its board of directors.

Doctors and Nurses

Health Worker Training Programs Struggle To Meet Demand in Calif.

Despite high levels of demand, many California community colleges are turning down qualified applicants for health worker training programs, according to a new survey conducted by Goodwin Simon Strategic Research, California Watch reports.

For the survey, researchers interviewed 33 deans of allied health programs at community colleges in California. The project received funding from a California Wellness Foundation grant to Fenton Communications (Perez, California Watch, 1/31).

Survey Findings

According to the survey, California will need about 983,000 allied health workers by 2030, but the state’s education system is on pace to train only about 634,000 such employees. Allied health workers include nursing aids, medical assistants, respiratory therapists and other specialized medical employees (Gonzales, San Jose Mercury News, 1/28).
Tell great stories
Make math matter
Spread the word
California Needs More Health Workers

Allied health workers make up more than 60 percent of the entire health workforce, including critical positions like medical assistants, clinical lab workers, x-ray technicians and physical therapists. But they are in short supply.

We must grow the health workforce to better serve California’s growing, more diverse population.

- Get the latest news on allied health jobs
- Browse research and solutions
- Find leading experts
- Learn more about allied health shortages
Thank You

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