

COMMUNITY INVESTMENT AND PARTNERSHIP PAY OFF

Ochsner Health System is one of the largest independent academic health systems in the United States and Louisiana's largest not-for-profit health system. Ochsner owns, manages and is affiliated with more than 60 health centers, more than 17,000 employees, over 2,500 affiliated physicians in more than 90 medical specialties and subspecialties, making them Louisiana's largest employer. Driven by a mission to Serve, Heal, Lead, Educate and Innovate, Ochsner is developing flexible workforce training programs and valuable community partnerships to increase economic opportunities and close the health disparity gap in communities across Louisiana.

MA NOW Program

MA NOW is one way Ochsner is working to make the community stronger while addressing unemployment and under-employment in the region. In 2012, Ochsner's market research revealed that medical assistants (MAs) were a high volume, high turnover entry-level, and non-degree requiring role for which they could design and run an intensive 16-week training program.

In 2013, a \$282,000 award from the Greater New Orleans Foundation's New Orleans Works Collaborative allowed Ochsner to create and offer the MA NOW program to 20 unemployed individuals and 30 incumbent MAs in partnership with Delgado Community College, Louisiana's oldest and largest community college. The four-month program features accelerated classroom, clinical and on-the-job training to address both the need for certified MAs and the need to build additional career pathways.

Since the launch of the MA NOW program, Ochsner has introduced the MA Academy, a 40-hour upscaling program for incumbent MAs, and MA Pathways, a three-month self-paced program for internal employees seeking to become MAs. In just three years, more than 600 individuals have completed Ochsner's training programs, and 94% of MA NOW Graduates are a part of Ochsner's team today.

Ochsner's MA NOW Cohort 6



BUSINESS OUTCOMES

- Ochsner has 94% retention rate of program graduates
- Nearly 1/5 of MA's in the company have come out of the MA NOW program
- Development of a qualified talent pool of "ready now talent"
- Talent pool trained in specific competencies
- Overall retention rate of MA's increased 20% since 2013
- Increased workforce diversity
- High customer satisfaction ratings

EMPLOYEE IMPACT

- Over 600 Ochsner employees have received MA training
- Defined career pathways and growth opportunities
- Wrap around support services through community partnerships

"As a national and global destination healthcare system and the state's largest private, we are aware of the impact we can have in increasing meaningful employment opportunities for the people of our city and the region. We have a remarkable team who has initiated and developed successful training programs for medical assistants, medical students and allied health professionals, enabling us to better serve our communities."

— WARNER THOMAS, PRESIDENT & CEO,
OCHSNER HEALTH SYSTEMS

DELGADO COMMUNITY COLLEGE

Delgado is Greater New Orleans' largest higher education institution and Louisiana's oldest and largest community college. Accredited by the Southern Association of Colleges and Schools (SACS) and by industry organizations, Delgado provides students with the most comprehensive array of education and training services available in the Greater New Orleans region.

TOTAL COMMUNITY ACTION

Total Community Action (TCA) is non-profit a community based agency dedicated to serving the needs of the disadvantaged. TCA provides direct support services including early childhood education; energy; commodity distribution; case management; workforce and job development; financial education; and community engagement.

BUSINESS & COMMUNITY ACTION

Providence Community Housing is a nonprofit real estate development organization committed to the viability of communities – having great places to work, live and raise families. To date they have developed over 1,300 units of housing and helped over 500 individuals and families become homeowners throughout the Greater New Orleans Area.

“Ochsner entered the workforce development arena in 2013 with a lack of true awareness of what it would mean to the company, but engagement in this work has changed the DNA of our company, made us a better corporate citizen, better employer, and changed both the employee and patient experience. Ochsner now understands that we save and change lives, not just at the bedside, but in the communities that are in the shadows of our facilities”

— MISSY SPARKS, AVP, WORKFORCE DEVELOPMENT & ENGAGEMENT, OCHSNER HEALTH SYSTEMS

COMMUNITY PARTNERSHIPS

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BOY PROFILE OF SUCCESS

A member from MA NOW cohort 6, Rashita White, was rendered homeless after her mother was incarcerated. An Ochsner program director noticed that Rashita had drastically dropped off in her academic performance and talked with her only to learn that Rashita was living out of her car with her two children, ages one and three. As the result of this discovery, Total Community Action (TCA), a valued community partner, was able to place her in a shelter on a cot for two weeks. Eventually they were able to get her into short-term housing with a commitment that Ochsner would hire her upon completion of the program. TCA covered the cost of the apartment for the remainder of the time Rashita was in training and two months post training. She was gradually transitioned off of the program support in a step down method as her salary increased. Rashita is currently working as a MA at Ochsner and is eager to advance her career.

BUSINESS AND COMMUNITY WINS

Ochsner began taking a deeper dive into workforce development and training as the result of an increasingly high turnover rate of MA's. Since the launch of MA NOW, Ochsner has a 94% retention rate of individuals who have graduated from the program. Additionally, one-fifth of the MA's employed at Ochsner are graduates of the program. This is a win for business because the overall retention rate of MA's is 80%, a 20% increase since the program began in 2013. Increased retention rates translate into a time and cost savings in recruitment.

Moreover, physicians (clients) have expressed a high level of satisfaction with the MA's placed in their office and consistently express advance interest in upcoming graduates when they are looking to hire.

Ochsner has learned that by focusing on workforce development in underserved communities, they are also able to increase workforce diversity and better serve disadvantaged populations in an effort close the gap in health care disparities.