



California Health
Professions Consortium

Annual Member Conference

WELCOME!

Expanding Health Workforce Through Collaborative Partnerships

Sponsored by:

UCSF Fresno
Office of Health
Career Pathways

 THE CALIFORNIA
Wellness
FOUNDATION

HEALTH
CAREER
CONNECTION 

PANEL:

Distinguished Health Pathway Alumni



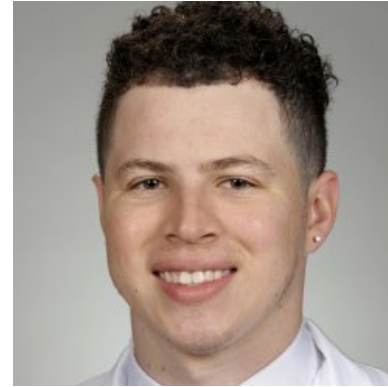
**Karina De León Montes,
MSW,**



Alfonso Molina, MD, MPH



**Kyle Navarro, MSN Health
Policy - Public Health,
BSN, RN, PHN, RN**



**Alexander Stacy Alcantara,
MS-1**



Denzel Tongue, MPP

Keynote Address



Dr. Jeffrey Reynoso
Director, Region IX
US Dept of Health and
Human Services (HHS)

Angela Ramirez
Deputy Chief of Staff
US Department of Health
and Human Services (HHS)



Adelante Towards Health Equity!

California Health Professions Consortium

Jeffrey Reynoso, DrPH, MPH, Regional Director, HHS Region 9

Angela Ramirez, Deputy Chief of Staff, HHS

Thursday, October 24, 2024

U.S. Department of Health and Human Services



HHS Overview



**Xavier Becerra,
U.S. HHS Secretary**

- ~90,000 employees, in every state and territory across the U.S. + tribal nations & \$1.7 trillion budget (FY 2025)
- Most diverse leadership and political appointee team in HHS history
- First Latino HHS Secretary



Intergovernmental & External Affairs (IEA): The “Front Door” of HHS



- **Office of the Secretary**
 - Secretary’s Counselors (IOS)
 - Office of Intergovernmental & External Affairs (IEA)
- **Staff Divisions**
 - Office of the Assist. Secretary for Public Affairs (ASPA)
 - Office of the Assist. Secretary of Legislation (ASL)
 - Office of the Assist. Sec. for Health (OASH) + Office of the Surgeon General
 - Office for Civil Rights (OCR)
 - Office of Global Affairs (OGA)
- **Operating Divisions:**
 - Administration for Children & Families (ACF)
 - Administration for Community Living (ACL)
 - Administration for Strategic Preparedness & Response (ASPR)
 - Advanced Research Projects Agency for Health (ARPA-H)
 - Centers for Disease Control and Prevention (CDC)
 - Centers for Medicare & Medicaid Services (CMS)
 - Health Resources and Services Administration (HRSA)
 - Indian Health Service (IHS)
 - Food & Drug Administration (FDA)
 - National Institutes of Health (NIH)
 - Substance Abuse & Mental Health Services Admin. (SAMHSA)

HHS IEA Regional Offices Overview

- Office of Intergovernmental and External Affairs hosts 10 Regional Offices that serve state & local organizations.
- Each Regional Office is led by a President-appointed Regional Director.
- Regional Directors ensure HHS maintains close contact with SLTT partners and addresses the needs of communities and individuals served through HHS programs & policies.



HHS Region 9 Overview

- California
- Arizona
- Nevada
- Hawaii
- Guam
- American Samoa
- Republic of Palau
- Republic of the Marshall Islands
- Federated States of Micronesia
- Commonwealth of the Northern Mariana Islands
- 157 Federally-Recognized Tribal Nations



My Public Health Career Path

1. **AltaMed Health Services** (Community Health Center)
2. **UC Berkeley School of Public Health** (Master of Public Health)
3. **Kaiser Permanente** (Community Health Department)
4. **County of San Diego HHS** (County Health Department)
5. **Harvard School of Public Health** (Doctor of Public Health)
6. **U.S. House of Representatives** (Federal Health Policy)
7. **Latino Coalition for a Healthy CA** (State Health Policy Advocacy)
8. **U.S. Department of Health and Human Services** (White House Political Appointee)



HHS Strategic Priorities

- Secretary Becerra's vision: "Health care is a right for all and not a privilege for the lucky few."
- The White House & Secretary Becerra are also committed to moving health care in this country from an *illness-care* system to a *wellness-care* system.



HHS Strategic Priorities



Lowering Costs & Increasing Accessibility

- Medicare Rx Negotiation
- Expanded Tax Credits
- DACA Eligibility
- Network Adequacy Updates



Behavioral Health

- 988 Lifeline
- FindSupport.gov
- School-Based Behavioral Health Centers



Preparedness & Resilience

- Medical Countermeasure Investment
- Healthcare Sector Cybersecurity Strategy
- Critical Infrastructure Protection
- HHS Delivery AI Strategy (forthcoming)

Health Equity: *HHS Health Workforce Initiative*, Language Access Plans

HHS Health Workforce Initiative

Just this week, HHS...

- Signed an MOU with the California State University system
- Released a report that:
 - Identifies some of the persistent challenges with the health of our health workforce,
 - Highlights the work that we have done at HHS in response
 - Lays out key actions to move forward and prepare for what we might encounter in the future
- Launched [HHS.gov/JoinTheHealthWorkforce](https://www.hhs.gov/JoinTheHealthWorkforce) to highlight benefits of joining the health workforce and supports available through the Department
- Released two NOFOs through HRSA to fund training for doctoral health service psychology students & increase the supply of behavioral health professionals



[About HHS](#) [Programs & Services](#) [Grants & Contracts](#) [Laws & Regulations](#)

[HHS](#) > [Health Care Home](#) > Join the Health Workforce: A Career With Endless Possibilities

**Join the Health Workforce:
A Career With Endless
Possibilities**

[Start Your Career](#)

[Find Financial Support](#)

[Explore Resources for Health
Workers](#)

[Recruit, Train, and Retain Future
Health Workers](#)

[How We Support You](#)



Join the Health Workforce: A Career With Endless Possibilities

Your journey as a health professional begins today. Take steps to enter the health workforce, find opportunities to fund your career development, and explore resources about training and specific health topics.

[Start your career](#)



Stay Connected with HHS



 **HHSRegion9**

HHS IEA Newsletter

<https://bit.ly/ieanewsletter>

Region9ORD@hhs.gov



Building a Robust, Diverse physician Workforce for California



Lupe Alonzo Diaz

President and CEO
Physicians for a Healthy California





**PHYSICIANS
FOR A HEALTHY
CALIFORNIA**

Building California's Diverse Physician Workforce

Lupe Alonzo-Diaz

President & CEO

October 24, 2024

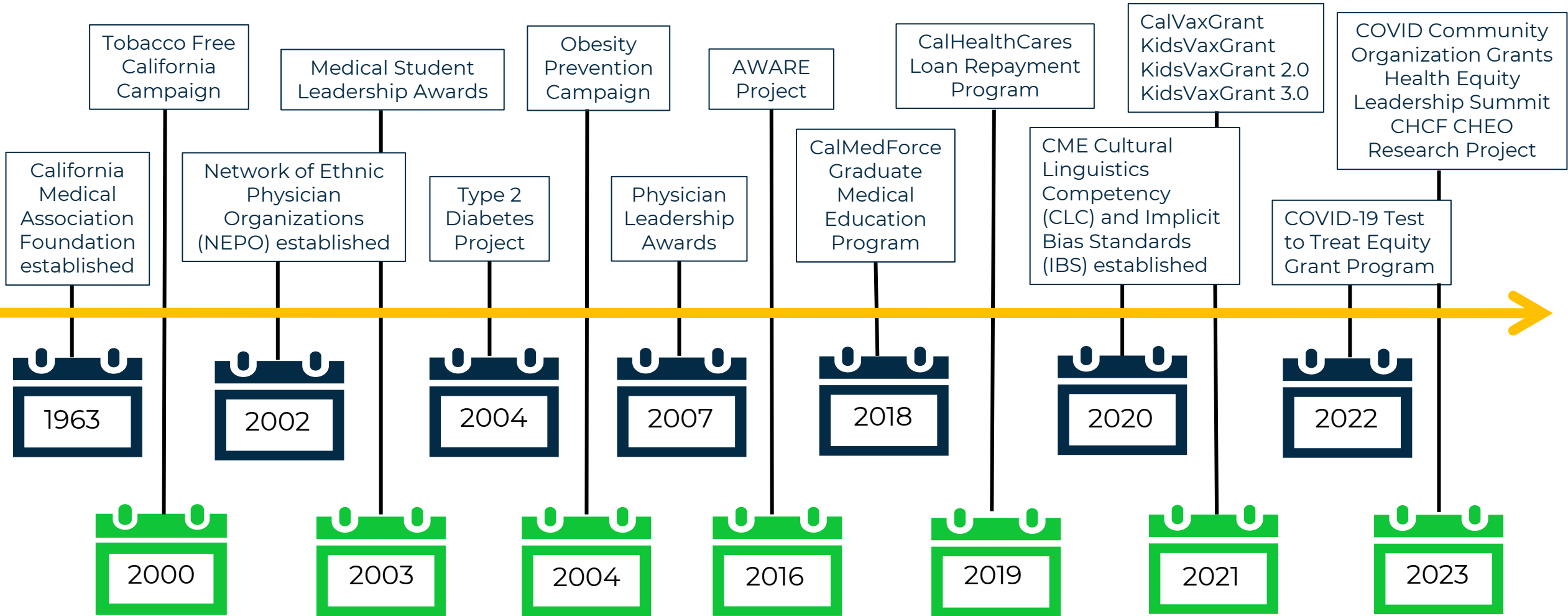


Mission Statement



Physicians for a Healthy California (PHC) is dedicated to improving community health, growing a diverse physician workforce and promoting health equity.

PHC Through the Years



PHC's Current Grant-Making Programs



- + Funds medical student organizations projects that promote well-being of Californians
- + Develops the next generation of physician leaders



- + Provides loan repayment of educational debt for physicians and dentists
- + Awardees provide care to Medi-Cal patients and commit to a five-year service obligation



- + Funds residency positions to address physician shortage
- + Awardees prioritized based ability to serve medically underserved populations



- + Brings together California physicians, executives, advocates and allies dedicated to achieving health equity in our underserved communities

Grant-Making Portfolio Since 2018

MedStudentsServe

\$2,500 Grants
Endowment Funds



\$66,745
AWARDED

38 medical student projects awarded

CalMedForce

\$228 Million (to date)
\$40 Million Annually



\$228 MILLION
AWARDED

\$38 MILLION
TO BE AWARDED

1,106 physician trainees in
638 GME programs awarded

CalHealthCares

\$340 Million
One-Time Appropriation



\$323 MILLION
AWARDED

1,414 Medi-Cal physicians and
dentists awarded

CalVax and KidsVaxGrants

\$56.3 Million
One-Time Appropriation



\$56.3 MILLION
AWARDED

3,122 community vaccination providers awarded

CAIRVaxGrant

\$3.6 Million
One-Time Appropriation



\$3.6 MILLION
AWARDED

312 community vaccination providers awarded

COVID-19 Test to Treat Equity Grant

\$67.1 Million
One-Time Appropriation



\$67.1 MILLION
AWARDED

175 safety net providers awarded

COVID-19 Treatments Community Clinical Linkage Grant

\$5.1 Million
One-Time Appropriation



\$5.1 MILLION
AWARDED

67 community and faith-based orgs awarded

Growing the Latino Physician Workforce



- + Projected shortage of more than **10,000 primary care clinicians** by 2030
- + At the current rate of training, Latino doctors will not achieve parity for another **500 years**



Latino Physician Shortage Strategy (LPSS)



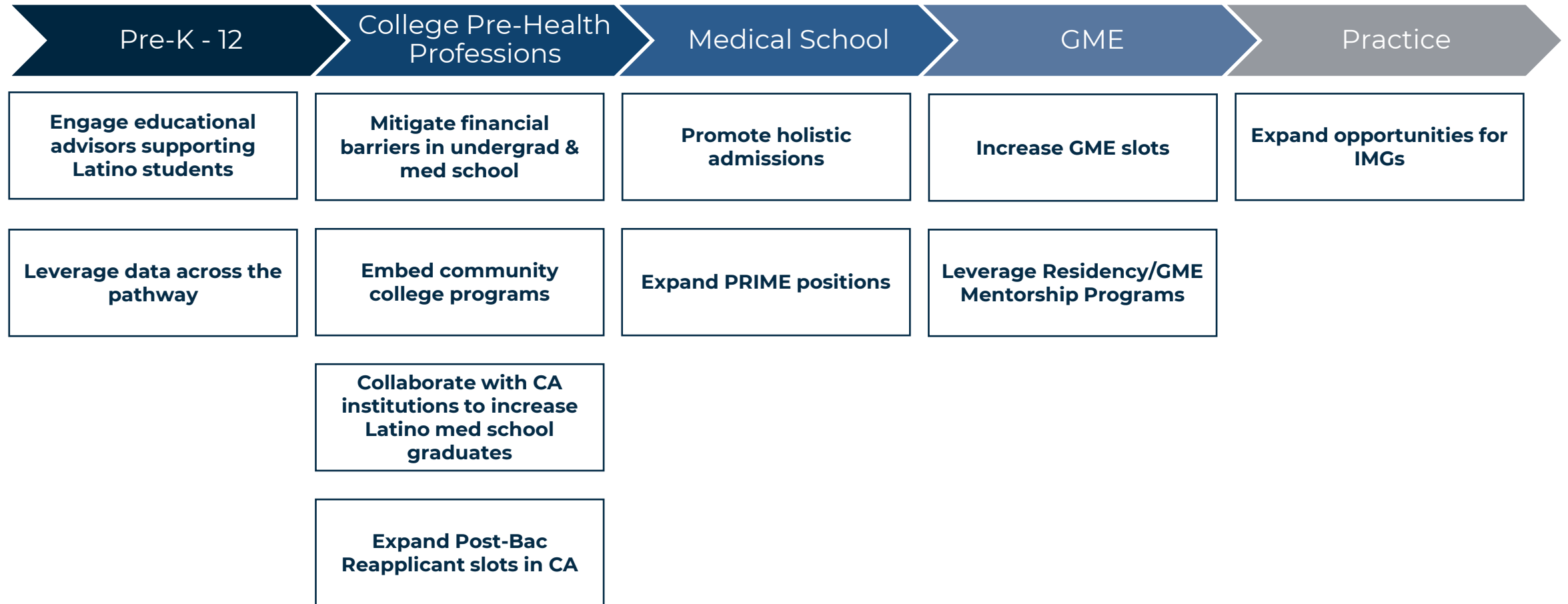
Strategic partnership among key leaders across California who have collaboratively developed a set of 10 prioritized initiatives to move towards Latino physician parity.

Intended to scale existing programs and/or implement new programs by driving policy change, removing industry barriers, fostering cross-industry collaborations, and mobilizing public and private funding.

Address obstacles such as limited access to higher education, mentorship and academic support, financial constraints, training and employment opportunities, specifically targeting underserved and low-income Latino populations.



LPSS Coalition Priority Areas throughout the Physician Career Pathway

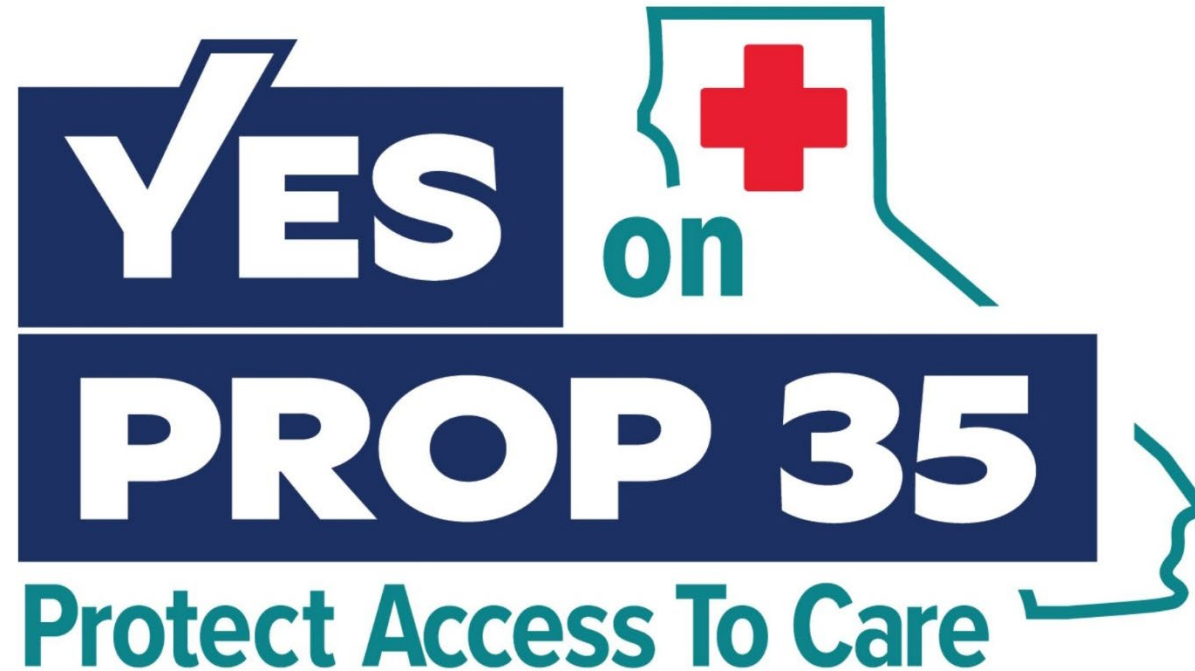


Opportunities for Partnership: LPSS Coalition



- + Share best practices on existing programs
- + Join coalition
- + Engage in advocacy & communications efforts
- + Identify funding opportunities

California's Proposition 35



Why do we need Proposition 35?

- + California's health care system is in crisis
- + Hospitals and health clinics are closing
- + Emergency rooms are overcrowded
- + Patients often wait months to see a doctor
- + The state has redirected billions in health care funding to other purposes
- + Prop 35 will secure dedicated, ongoing funding to protect and expand access to health care.



Nearly 15 Million Californians
and Nearly 50% of Children Rely
on Medi-Cal

Proposition 35: 2025-26 Medi-Cal and Workforce Investment



Spending Category	Total Funds
Primary Care	\$1.38 B
Specialty Care	\$1.15 B
Outpatient Procedures (Facilities)	\$490 M
Family Planning & Abortion	\$500 - \$600 M
Clinics	\$100 M
Emergency Departments (Hospitals)	\$560 M
Emergency Physicians	\$200 M
Designated Public Hospitals	\$150 M
Ground Emergency Transport	\$100 M
Behavioral Health Throughput	\$450 - \$500 M
Workforce	\$150 M
GME	\$75 M
Total Expenditures	\$6 - \$6.5 Billion



Proposition 35: Spend for 2027 and beyond

Spending Category			
Primary Care	\$1.89 B	Improved Dental Services	\$300 M
Specialty Care	\$1.89 B	Improving Access to Mental Health	\$300-400 M
Outpatient and Clinic Access	\$490 M	Workforce Capacity	\$67 M
Family Planning and Abortion	\$1.5-2 B	Graduate Medical Education (GME)	\$202 M
Emergency Dept and Hospital Access	\$735 M	Additional Workforce Capacity funding	\$120 M
Designated Public Hospitals*	\$300 M	Affordable Drugs	\$10 M
Emergency Room Physicians	\$214 M	Community Health Workers	\$32 M
Emergency Medical Transportation	\$258 M	Allied Health Loan Repayment	\$32 M
Clinic Quality Incentive Pool	\$300 M	CalHealthCares Loan Repayment	\$32 M
Total Expenditures: More than \$8 Billion			

Prop 35: Physician Workforce Programs to Be Funded



Prop 35: Areas of Exploration for Potential GME Funding

- + Increase funding for GME programs via CalMedForce
- + Grow opportunities to expand GME grants into additional high-priority specialties
- + Support for GME naive programs to develop new residency programs
- + Innovative approaches to connecting to and growing GME
- + Research into GME and its impact on underserved communities

Opportunities for Partnership: Prop 35 Implementation

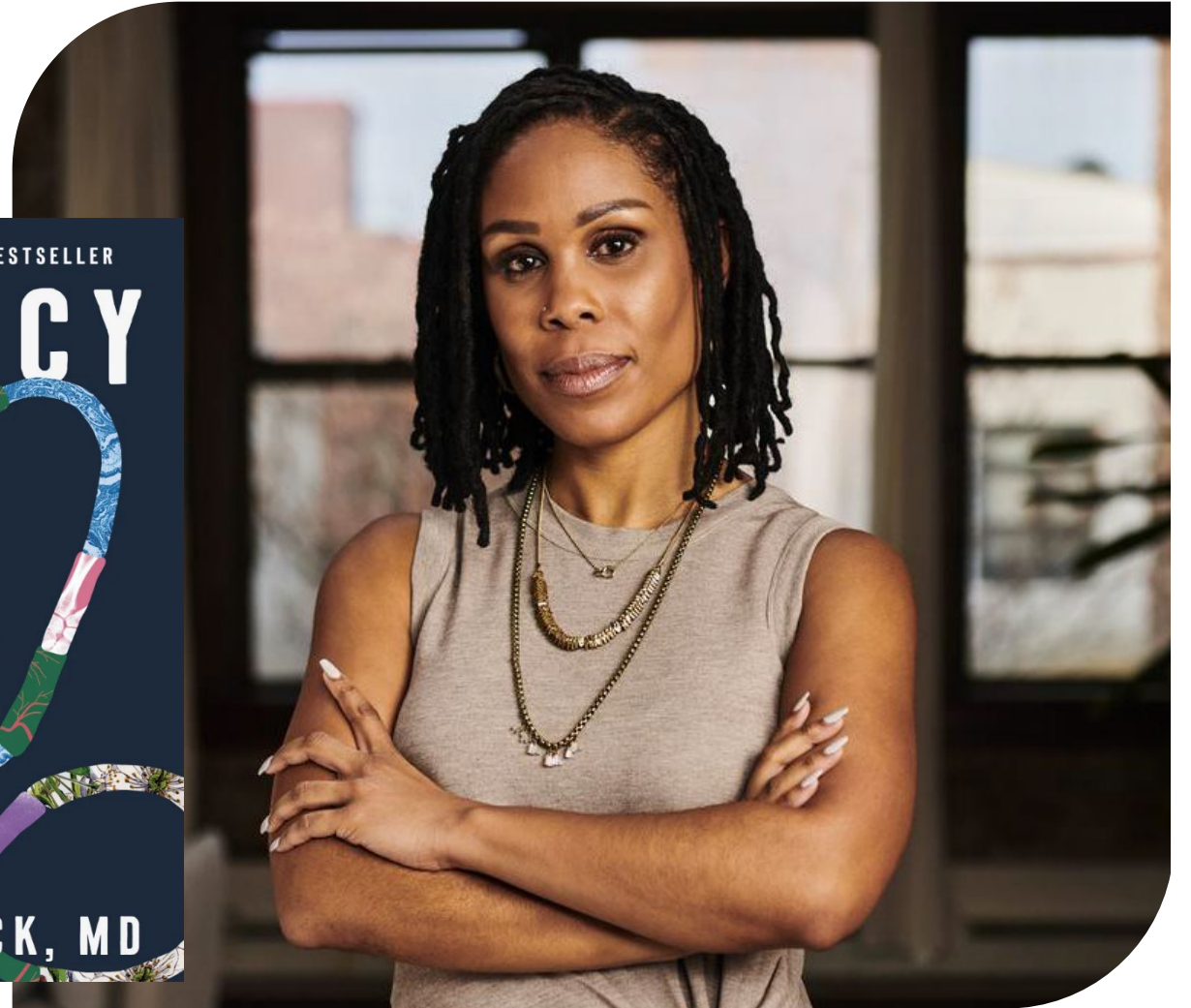
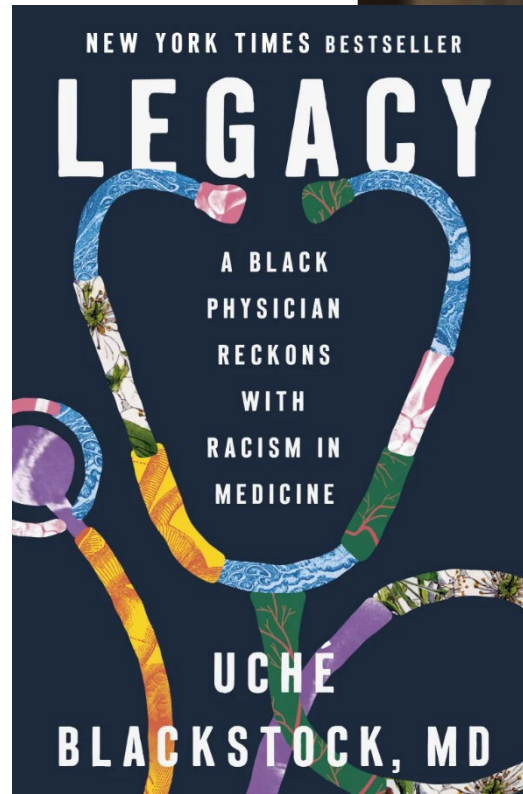
- + Engage in conversations about GME needs
- + Join Advisory Council
- + Participate in stakeholder meetings
- + Share grant opportunities within your networks
- + Apply for GME grants

Health Equity Leadership Summit 2025: Featured Speaker

Dr. Uché Blackstock, MD



Use code **25FOR25** for
25% off Early Bird Rates





Thank You

Lupe Alonzo-Diaz

President & CEO

Addressing Health Workforce of California



**Assemblymember
Joaquin Arambula, MD**

California State Assembly
31st District



PANEL:

Innovative State Programs to Advance California's Health Care, Behavioral Health and Public Health Workforce



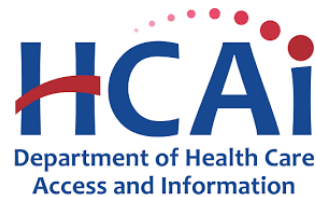
Alicia Albornoz, MPPA
Regional Investment
Initiative Program Manager



Hovik Khosrovian
Senior Policy Advisor



Jessica Pitt
Assistant Deputy Secretary of
Healthcare Workforce



PANEL:

Health Plan Investments and Partnerships in Health Workforce and Health Pathways



Omar Guzman, MD, MPP
Chief Health Equity Officer



Mohamed Jalloh, PharmD
Directory of Health Equity



Glenda Monterroza, MPH
Community Health Lead





Increasing Health Workforce and Diversity with Health Plans

Mohamed Jalloh, PharmD

Health Equity Officer

Partnership Health Plan of CA

mjalloh@partnershiphp.org



Overview

Increasing
Workforce

Diversity In
Workforce

Partnership
Activities

Projected Physician Shortages (140K+)

Primary Care Providers
(Family, Internal Med,
Pediatricians,
Geriatricians)

Cardiologists

OB-GYNS

Anesthesiologists

Nephrologists

Projected Nursing Shortages (430k+)

Registered
Nurses

Licenses
Practical
Nurses (LPNs)

Projected Allied Health Shortages (70k+)

Dispensing
Opticians

Respiratory
Therapist

Physical
Therapists

Pharmacists

Podiatrists

Chiropractors

Impact in California

Projected shortage of 100,000+ critical health care workers by 2028

- California, Texas, and Florida

California is projected to have largest gaps for key occupations that deliver primary care

- OB-GYNS
- Pediatricians
- Family Medicine

****** Compensation and Burnout are big drivers******

Source:



Overview

Increasing
Workforce

Diversity In
Workforce

Partnership
Activities

➤ [JAMA Netw Open. 2023 Apr 3;6\(4\):e236687. doi: 10.1001/jamanetworkopen.2023.6687.](#)

Black Representation in the Primary Care Physician Workforce and Its Association With Population Life Expectancy and Mortality Rates in the US

John E Snyder ¹, Rachel D Upton ¹, Thomas C Hassett ¹, Hyunjung Lee ^{2 3 4}, Zakia Nouri ⁵,
Michael Dill ⁵

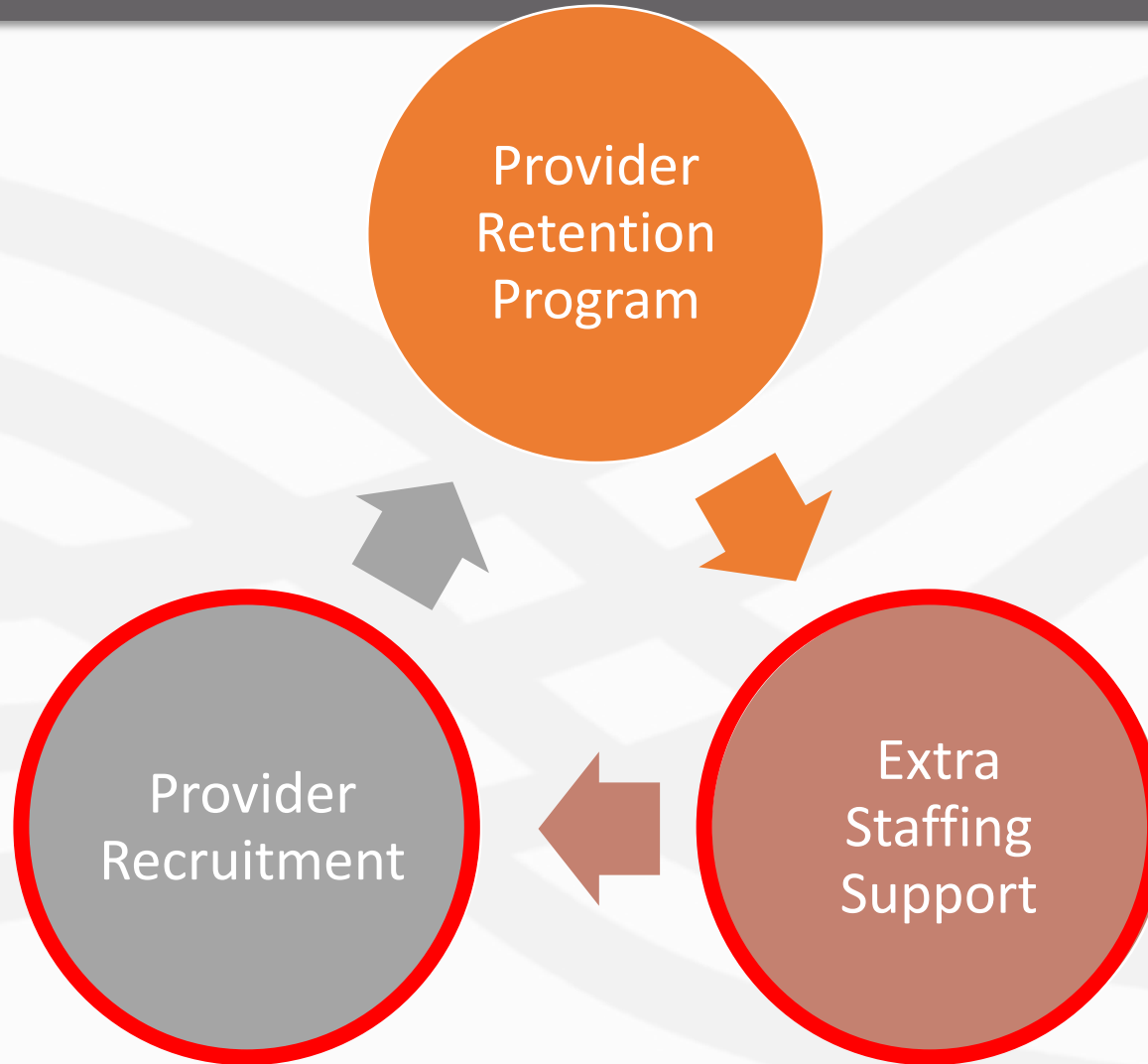
Workforce Representation and Association with Mortality

Setting: This cohort study evaluated the association of Black PCP workforce representation with survival outcomes at 3 time points (from January 1 to December 31 each in 2009, 2014, and 2019) for US counties

Primary Outcome: The impact of Black PCP representation on life expectancy and all-cause mortality for Black individuals and on mortality rate disparities between Black and White individuals was assessed

Results: Greater Black workforce representation was associated with higher life expectancy and was inversely associated with all-cause Black mortality and mortality rate disparities between Black and White individuals

Partnership Interventions



Provider Recruitment Program

Program Incentives Available (payable over five years):

- **\$100,000** for physicians (providing services in family medicine, internal medicine, pediatrics, obstetrics and psychiatry)
- **\$120,000** for medical residents training in Partnership's 24-county region (\$20K payable in program year three with a five-year commitment post-graduation)
- **\$50,000** for nurse practitioners/physician assistants/certified nurse midwives (NPs/PAs/CNMs)

Newly Eligible Providers:

Obstetric providers (obstetricians, CNMs, family medicine physicians and NPs/PAs, women's health NPs) whose clinical care focuses on perinatal care, including labor and delivery



Provider Recruitment Program

Behavioral Health Professionals Program Highlights / Incentives Available:

- **\$20,000** signing bonus for licensed behavioral health professionals
 - Licensed clinical social workers
 - Licensed marriage and family therapists
 - Licensed professional clinical counselor
 - Licensed clinical psychologists
- **\$4,000/\$5,000** signing bonus for certified substance use disorder (SUD) and bilingual certified SUD counselors



Physician Support Recruitment

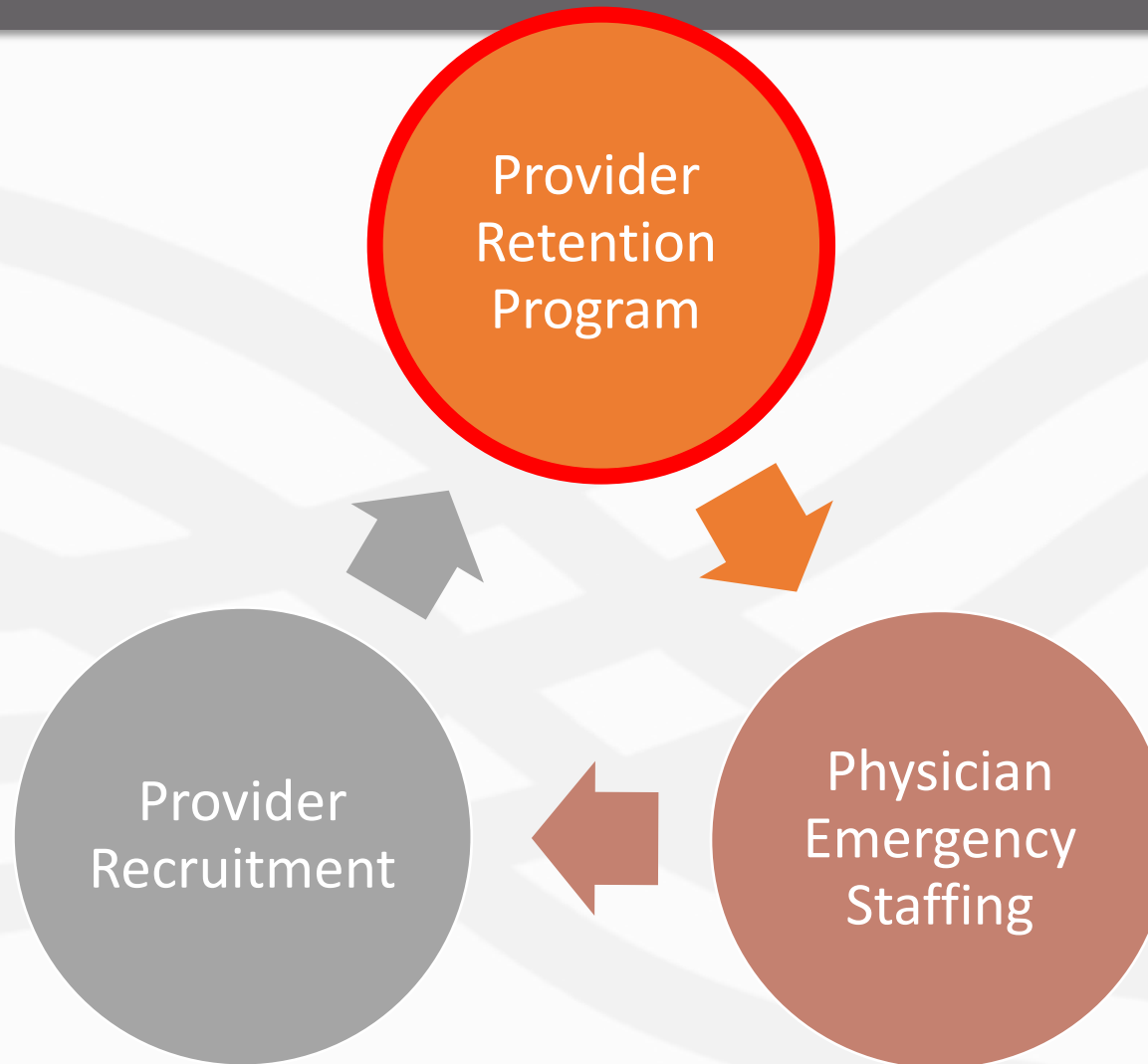
Intervention

- Partnership has entered into a pilot agreement with a leading health care staffing company to support the recruitment of high-quality physicians into our network

Award

- Partnership will pay 50% of the referral fee for a candidate successfully introduced and hired to practice at an organization participating in this pilot recruitment opportunity. The provider site commits to paying the remaining fee within 30 days of the candidate's hiring.

Partnership Interventions



Provider Retention Initiative Pilot

Provider (MD/DO/NP/PA) has provided services with organization for 15 years or more and has confirmed commitment for practicing at least three more years.

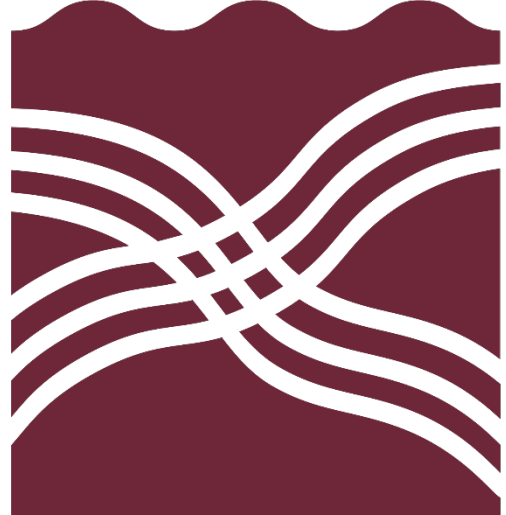
- \$45,000 award for Doctor of Medicine (MD) / Doctor of Osteopathic Medicine (DO) – three-year commitment
- \$30,000 award for Nurse Practitioner (NP) / Physician Assistant (PA) – three-year commitment

Areas of Specialty:

- Family medicine, internal medicine, and pediatrics.



PARTNERSHIP



HEALTHPLAN

of CALIFORNIA

A Public Agency

Questions?



PANEL: Effective Employer and Health Pathway Program Engagement



Rodney Black
Coordinator



Jana Hiraga, MPH
Vice President



Amy Kaufman
Senior Advisor-Talent
Strategies



Chad Seamon, MDP
Program Manager



The Health TECH Academy Community Health Worker Training Program/Health TECH Community Health Center



The Valley High School Health TECH Academy



The Golden-Bell Award-winning Valley High School Health TECH Academy...

- is a three-year program which was launched in 1993.
 - The Valley High School Health TECH Academy is part of the California Partnership Academies (Prop 98 funding).
-

The Health TECH Course Sequence/Curriculum

- **Fundamentals of Public Health** (year-long). Units: Role of CHW, Noninfectious Diseases, Advanced Nutrition, Infectious Diseases, Public Health, and Providing Medically Accurate Health Information.
- **Applied Public Health** (year-long). Units: Motivational Interviewing, Healthcare Navigation, Community Advocacy, Case Management, and Careers in Healthcare.
- **Behavioral Health Theory and Practicum for the Community Health Worker** (Year-long) - Brain Anatomy, Psychology, and Mental Disorders.



CHPC creates new opportunities for Health TECH

In 2010, John Buckmaster and I embarked on a journey by attending California Health Professions Consortium meetings and conferences. Our engagement with CHPC sparked the vision to launch California's first high school-based community health worker training program, paving the way for a brighter future. John Buckmaster and I started attending California Health Professions Consortium meetings/conferences. Our involvement with CHPC inspired us to launch California's first high school-based community health worker training program.

CHPC California Health Professions Consortium

Home | About CHPC | Request Information | Contact Us

Register Now SignUp.

Students Parents Educators Health Professionals Organizations

Plan for the future. Support your child's education. Student guidance and advocacy. Make a difference. Getting to the table.

General Info.

Find a Health Career Pipeline Program. **Get Started Now.**

Who We Are.

The California Health Professions Consortium (CHPC) is a statewide consortium, under the direction of Dr. Katherine Flores (Director, UCSF-Fresno Latino Center for Medical Education and Research); Clinical Faculty, UCSF School of Medicine-Dept. of Family & Community Medicine) and Jeff Oxendine (Associate Dean, Public Health Practice-UC Berkeley School of Public Health), and is comprised of organizations and individuals with a vested interest in increasing diversity in California's health workforce.

The members of CHPC represent various sectors, including direct service providers (hospitals, health plans, physicians, nurses), policy and advocacy organizations, academic institutions (including representation from the community college, Cal State University, and University of California systems, as well as private institutions), health pipeline programs, and other entities. To move forward with the Consortium's goals and objectives, we have four committees entitled: Pipeline, Policy & Advocacy, Resources, and Research & Evaluations, which are charged with specific action items.

News.

02.13.2019 **CHPC/CHWA Joint Meeting**
Upcoming Joint CHPC/CHWA Meeting Oakland City Center, 500 12th Street, Suite 105, Paramount... [Read More](#)

10.30.2018 **McDonald's® HACER® National Scholarship Program for Hispanics**
Who is eligible to apply? Applicants must meet all of the following criteria to be eligible to... [Read More](#)

10.30.2018 **The GE-Reagan Foundation Scholarship Program**
The GE-Reagan Foundation Scholarship Program has been cited by U.S. News and World Report as 1 of 4... [Read More](#)

08.22.2018 **CHPC/CHWA Joint Meeting**
Upcoming Joint CHPC/CHWA Meeting Crowne Plaza LAX, Los Angeles CA November 1, 2018 Time:... [Read More](#)

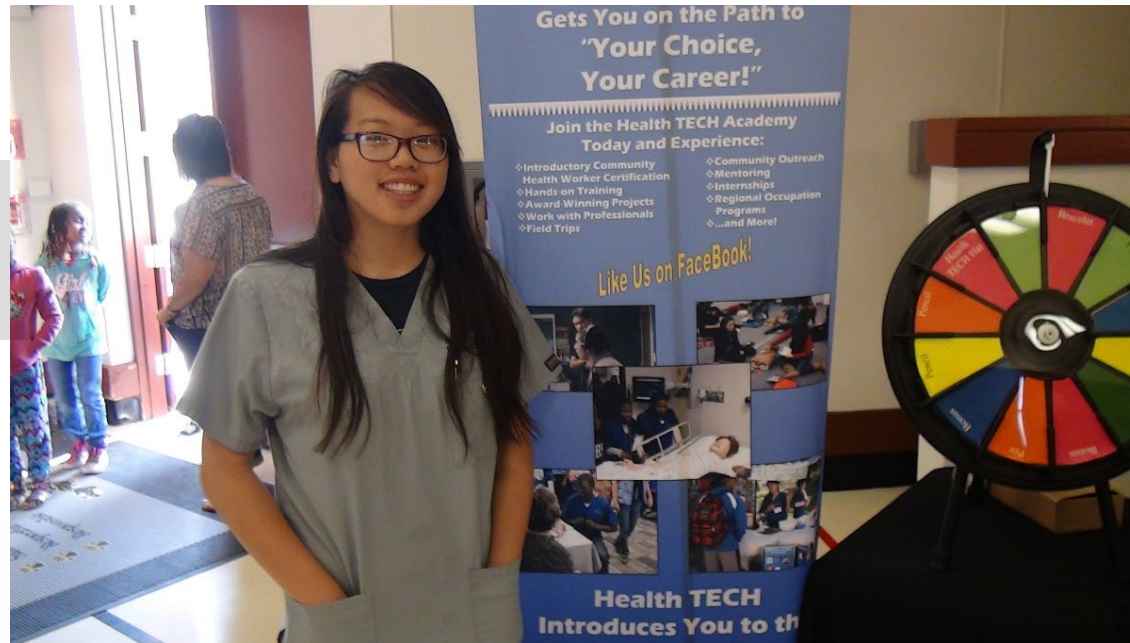
Join Us.

Would you like to become a member of the California Health Professions Consortium?

Sign-up Now.

The VHS Health TECH Academy Community Health Worker Program

In 2013, the Valley High School Health TECH Academy launched (we believe to be) the first high school-based community health worker training program in the United States.



Valley High School Health TECH Academy

Certifies that
Mashoua Xiong

Has demonstrated competence as an
Introductory Community Health Worker

By fulfilling the requirements of the Valley High School Health
TECH Academy

Presented By
Valley High School Health TECH Academy
May 18, 2016



Rodney W. Black,
Coordinator

Chelsea Bowler-Shelton,
Principal

Health TECH Class of 2017

Second CHW cohort



Paid Internships

Industry partnerships are the key to providing students with real-world, work-based learning opportunities.



Health TECH partnerships

- ❑ UC Davis Health
- ❑ Anthem
- ❑ Kaiser Permanente
- ❑ Central Valley Health Network
- ❑ Sowing Seeds Health
- ❑ Common Good Community
- ❑ WellSpace Health
- ❑ Sacramento State ACE Program (dual enrollment)



Medi-Cal CHW Services creates new opportunities for Health TECH students

Through its collaboration with community partners, Sowing Seeds Health and Common Good Community Health TECH offers paid internships to its students. These students are trained to deliver CHW services, significantly impacting the health plan members throughout Northern California.

We provide CHW/ECM services to our members.

We also provide dental care.



We provide CHW services in the community!

Health TECH participates in approximately 20 to 25 community events (health fairs and festivals) annually.

We connect underserved communities to healthcare, housing, transportation, and other services.

We also provide underserved populations with one-on-one counseling, screenings, and health education.



The Health TECH Community Health Center



We collaborate with industry partners to provide CHW/ECM services to Anthem, Health Net, Molina, and Kaiser Permanente members.



<https://www.youtube.com/watch?v=jsyRhb-mtPo>

Networking Reception

4:45pm to 6:30pm

Cafeteria 15L

1116 15th St, Sacramento 95814



Day Two: Check In and Breakfast Available 8:30am

WELCOME to DAY TWO!



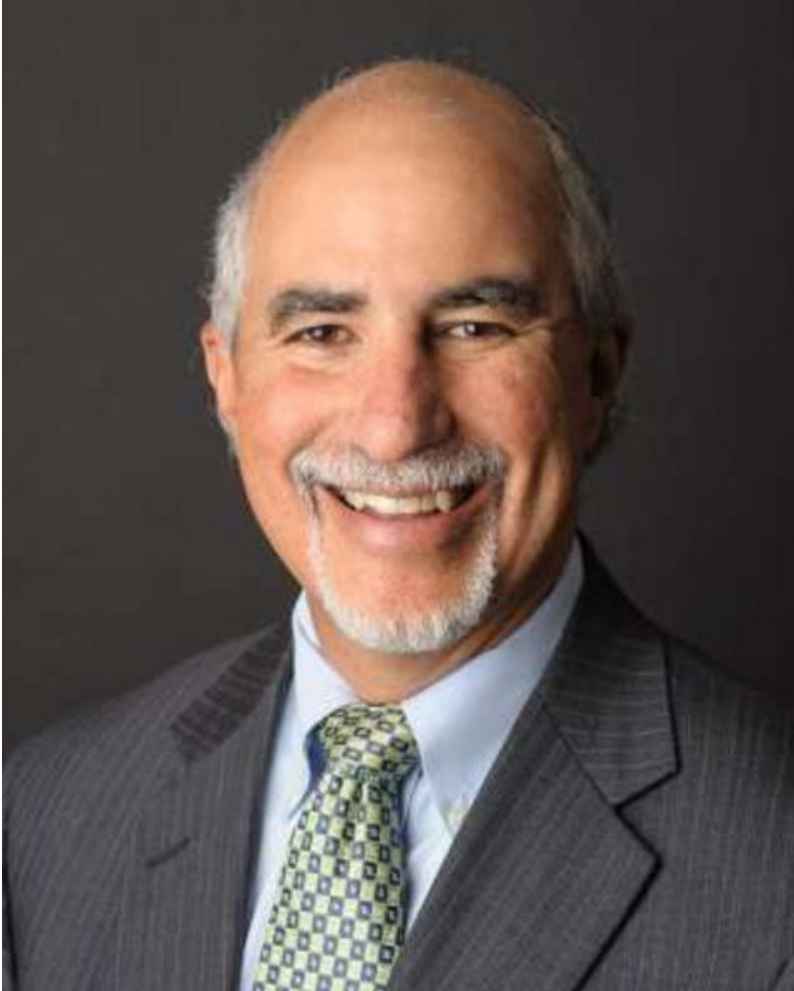
Annual Member Conference

**Expanding Health Workforce
Through Collaborative Partnerships**

Sponsored by:



California Regional Health Workforce Initiative: Path Forward, Best Practices, How to Engage



Jeff Oxendine, MBA, MPH

CEO

Health Career Connection

PANEL:

Promising Practices and Lessons from Regional Health Workforce Collaboratives or Partnering with Health Systems



Diana Fox
Executive Director



Hilary Tellesen
Workforce Development Director



Keosha Partlow, PhD, MPH
Vice Provost-Student Affairs





Inland Health Professions Consortium

POWERED BY REACH OUT

Diana Fox, Executive Director

Reach Out

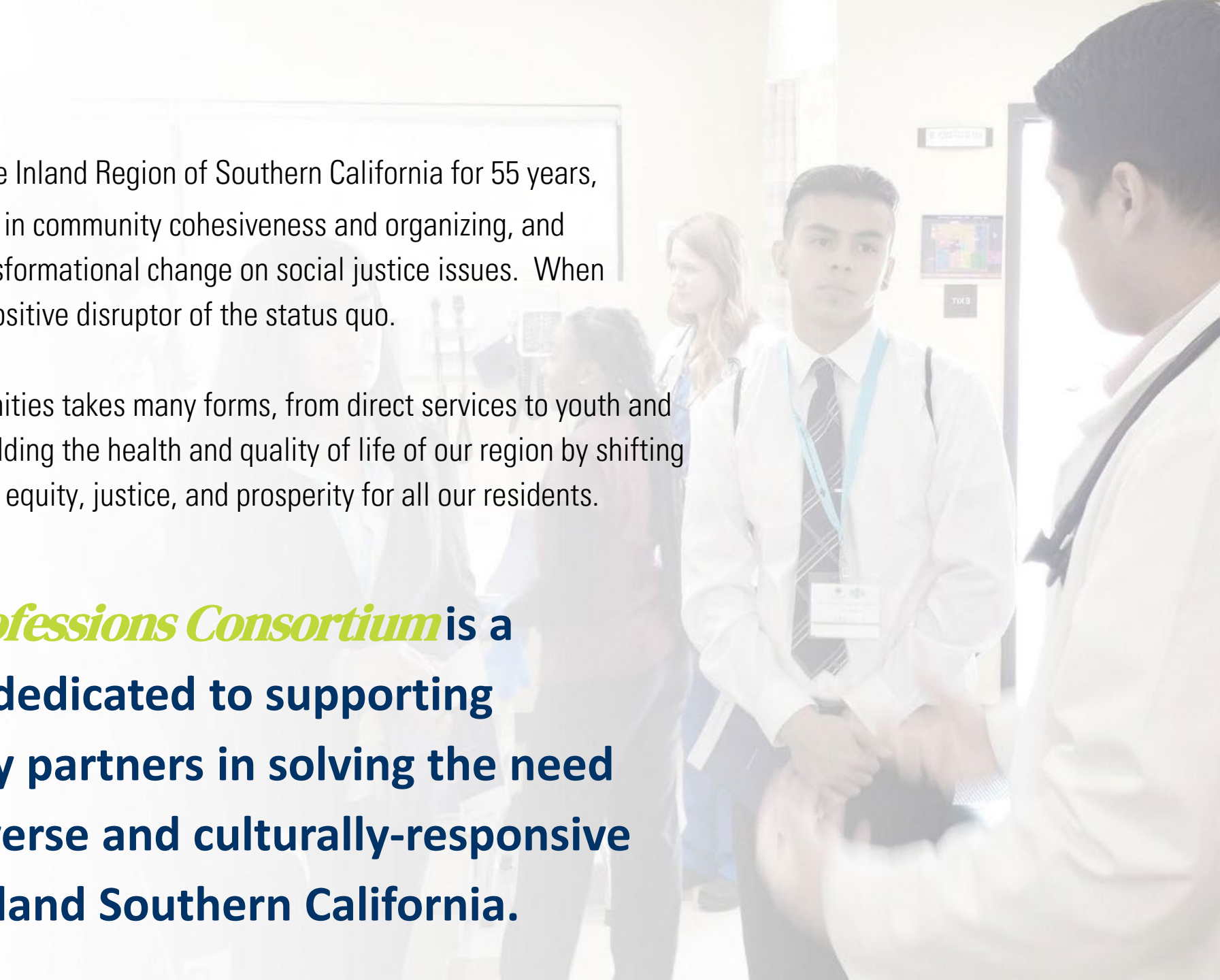


Who We Are

Reach Out has been serving the Inland Region of Southern California for 55 years, underpinning a deep well of experience in community cohesiveness and organizing, and empowering communities to make transformational change on social justice issues. When needed, our aim is to be an effective, positive disruptor of the status quo.

Our core work of strengthening communities takes many forms, from direct services to youth and families, to deep root cause work in building the health and quality of life of our region by shifting mindsets, policies and practices toward equity, justice, and prosperity for all our residents.

The Inland Health Professions Consortium is a division of Reach Out dedicated to supporting educators and industry partners in solving the need for a highly skilled, diverse and culturally-responsive health workforce in Inland Southern California.





**Inland Health
Professions
Consortium**

POWERED BY REACH OUT

Inland Health Professions Consortium
*Building the Health Workforce Pipeline since 2007
with over 300 Inland Empire Partners
and serving more than 18,000 students*

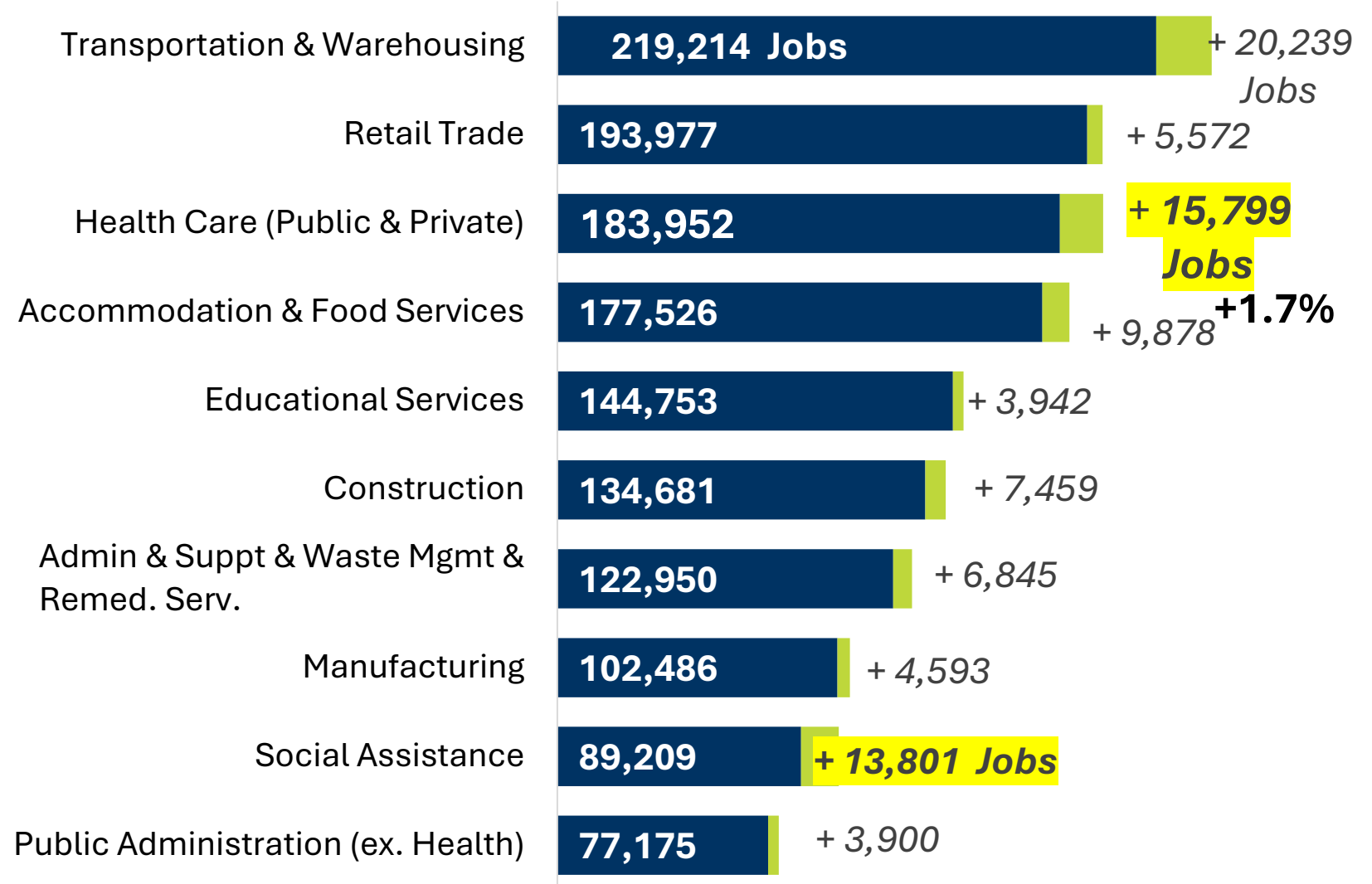


A group of people in a professional setting, possibly a conference or meeting. In the foreground, a man in a white shirt and tie is looking towards the right. In the background, several other people are engaged in conversation. The scene is brightly lit, and there are signs on the wall, including one that says "EXIT".

Riverside and San Bernardino Counties Health Workforce Data

Inland SoCal 10 Largest Industries 2023 to 2028

- Inland SoCal is projected to add 113,332 jobs by 2028
- **Health Care employers are expected to contribute 14% of new jobs over the next 5 years, by 2028**
- 15,800 jobs, 1.7% growth
 - 102,436 jobs will be available due to new growth & replacement needs (all occupations)



■ 2023 Jobs ■ 2028, 5-year Projection

Inland SoCal Healthcare Occupation Demand

- 2023 Annual Average Unemployment Rate: 4.6%
- All job 5-year growth: 6.7%

Advanced Degree (Master's Deg. and up)

2023

- 26,700 jobs
- Avg. Hrly.: \$102.81
- Avg. Unemp. Rate: 1.6%

• By 2028

- 8.6% growth
- **8,400 job openings**

• Non-Health (occupations)

- 7.3% growth
- Avg. Hrly.: \$58.78
- Avg. Unemp.: 1.8%

Bachelor's Degree

• 2023

- 48,200 jobs
- Avg. Hrly.: \$46.22
- Avg. Unemp. Rate: 1.8%

• By 2028

- 9.5% growth
- **20,400 job openings**

• Non-Health

- 6.6% growth
- Avg. Hrly.: \$48.27
- Avg. Unemp.: 2.8%

Assoc. Deg. and Cert.

2023

- 56,200 jobs
- Avg. Hrly.: \$35.19
- Avg. Unemp. Rate: 2.6%

By 2028

- 9% growth
- **36,700 job openings**

Non-Health

- 5.4% growth
- Avg. Hrly.: \$33.12
- Avg. Unemp.: 3.6%

High School Diploma

2023

- 11,400 jobs
- Avg. Hrly.: \$25.25
- Avg. Unemp. Rate: 2.2%

By 2026

- 8.5% growth
- **8,300 job openings**

Non-Health

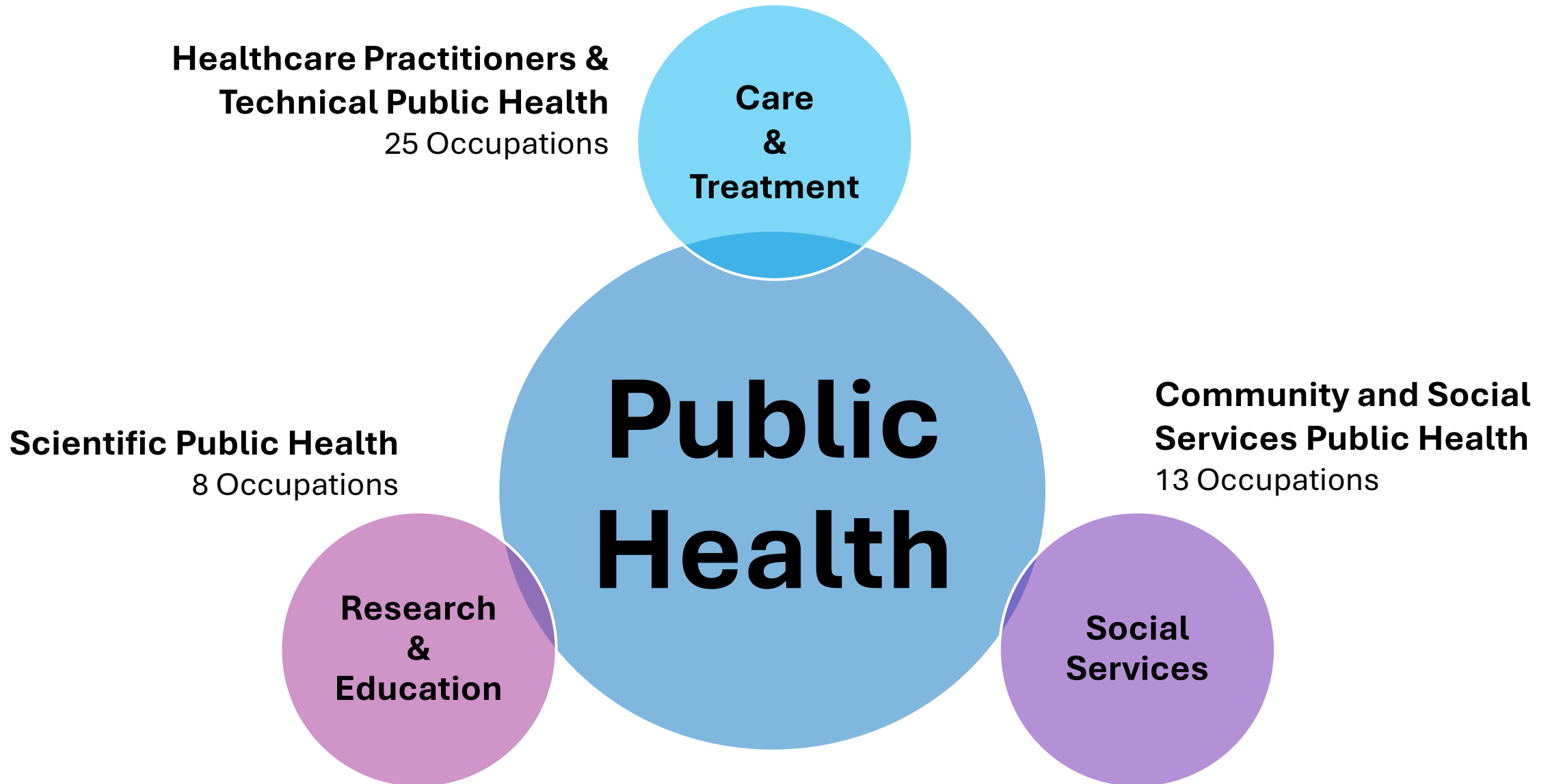
- 4.2% growth
- Avg. Hrly.: \$27.09
- Avg. Unemp. : 4.9%



Health Workforce as an Economic Driver

If all of the 5,600+ open positions in health were filled just in the Inland Empire, it would translate into an economic increase of \$1.1 B per year

Public Health Workforce



Public Health Workforce – Job Demand

Healthcare Practitioners & Technical Public Health

- 14 Advanced Degree: 8.9% growth, 4,500 job openings by 2028
- 3 Bachelor's Degree: 12.4% growth, 3,300 job openings
- 8 Associate Degree or Certificate: 8.1% growth, 21,200 job openings

Community and Social Services Public Health

- 1 Advanced Degree job: 10.7% growth, 870 job openings by 2028
- 4 Bachelor's Degree: Avg. 9.1% growth. 2,180 job openings
- 3 Associate Degree or Certificate: Avg. 15.1% growth. 2,561 job openings
- 5 High School Diploma: Avg. 10.4% growth. 9,550 job openings

Scientific

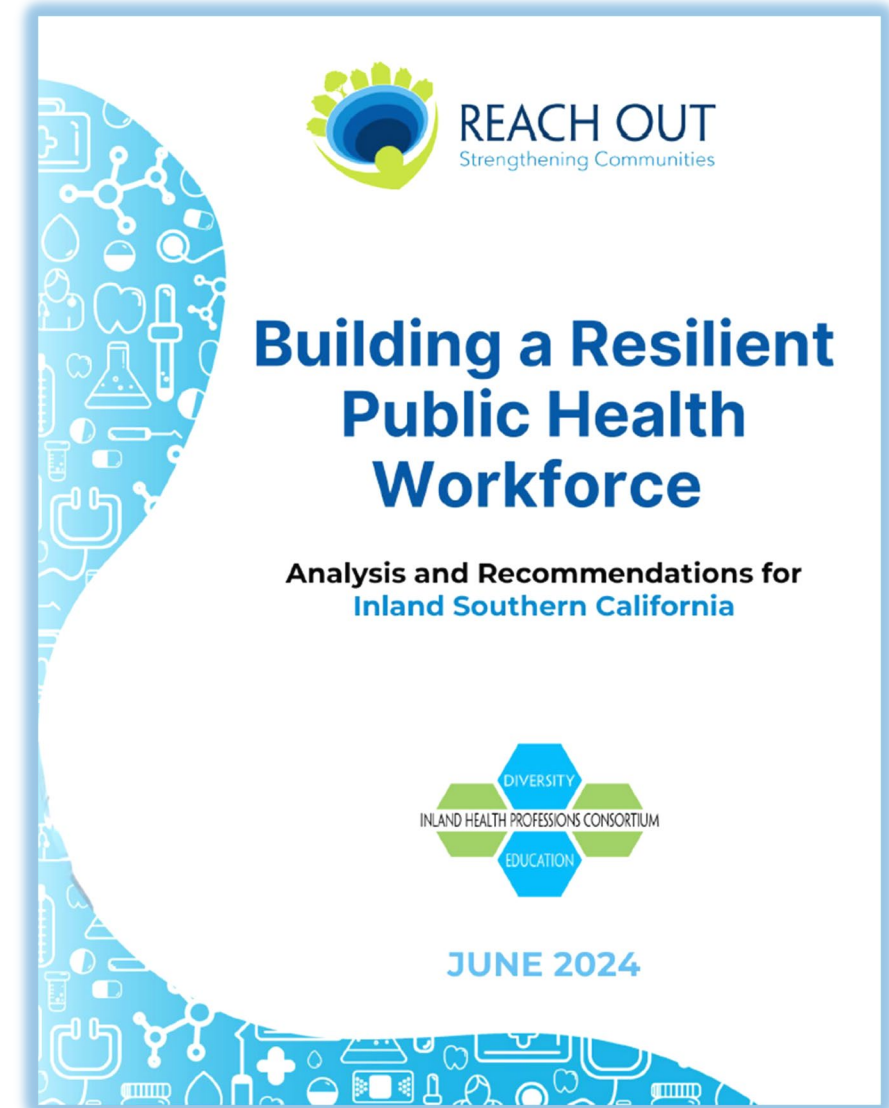
- 2 Advanced Degree jobs: 12.1% growth, 250 job openings by 2028
- 5 Bachelor's Degree: 8.1% growth, 2,400 job openings
- 1 High School Diploma: 14% growth, 293 job openings

Public Health Workforce

Reach Out and the

Public Health Leadership Consortium has released the **Public Health Workforce Report**

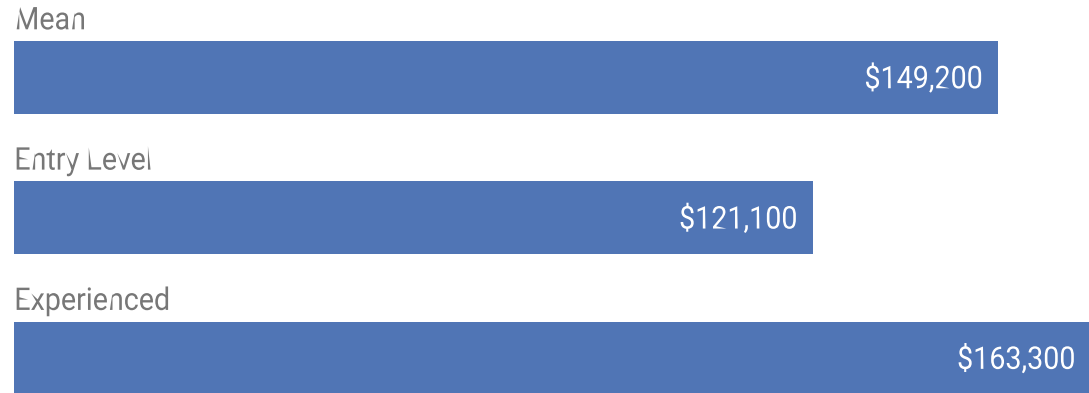
This is the first report of its kind in our region



Public Health Workforce – In-demand & High Wage Jobs

Healthcare Practitioners & Technical Public Health

- **Physician Assistants**
 - Master’s Degree
 - 18.9% growth by 2028
 - **730 job openings** by 2028
 - **551 job postings** Feb 2023-Feb 2024

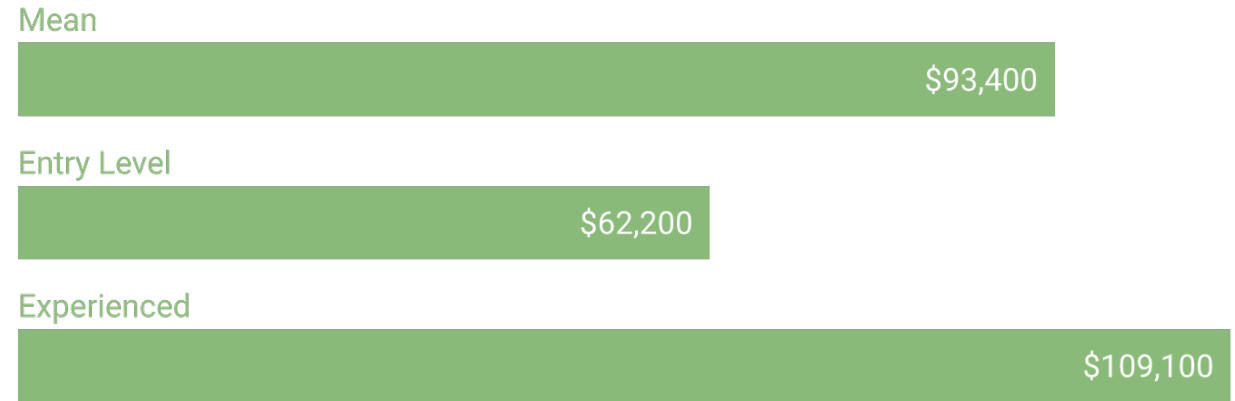


Postsecondary Programs Linked to Physician Assistants		Awards
California Baptist University		
Physician Associate/Assistant		29
Loma Linda University		
Physician Associate/Assistant		36

Public Health Workforce – In-demand & High Wage Jobs

Scientific

- **Occupational Health and Safety Specialists**
 - Bachelor’s Degree
 - 12.4% growth by 2028
 - **769 job openings** by 2028
 - 356 job postings
Feb 2023-Feb 2024



Postsecondary Programs Linked to Occupational Health and Safety Specialists	Awards
California State University-San Bernardino, Environmental Health	3
University of California-Riverside, Environmental Toxicology	11



Behavioral & Mental Health

Snapshot of Inequitable Access to Care



**Inland Health
Professions
Consortium**

POWERED BY REACH OUT

Initiatives to Build the Inland Empire's Health Workforce

Our focus areas



Hands-On Learning

Through a combination of site visits, guest speakers, and hands-on training, we create enriching experiences that bolster students' classroom instruction with real, practical ways to apply their knowledge in settings that are relevant to their career interests.



Full-Spectrum Exposure

Our programs expose students to the entire spectrum of health professions with the aim of helping each student find their authentic health career. We also work to provide an accurate picture of the competition, training, and salary expectations within each field.

Our *Work-Based Learning* program partners with school districts to deliver robust health pathways programs, equipping middle and high school students for professional success while cultivating our region’s next generation of skilled health workers.

Helping shape tomorrow’s leaders in:



MENTAL HEALTH



MEDICINE



PUBLIC HEALTH



ALLIED HEALTH



NURSING



LIFE SCIENCES

Summary of Program Inclusions

Whether you are piloting your first health pathways program or expanding the capacity of an existing one, we work collaboratively with CTE and STEM educators to design tailored programs that complement their classroom curriculum with hands-on experiences.

GUEST SPEAKERS

1

Choosing from our roster of hundreds of industry experts, we arrange guest speakers from a wide array of fields.

SITE VISITS

2

Outside the classroom, we coordinate onsite trips for your students to visit universities, clinics, and other sites.

SOFT SKILL DEVELOPMENT

3

Skills training is provided to coach students on basics of etiquette, attire, and professional communications.

INTERNSHIPS

4

Working with our network of host sites, we place students in internship opportunities in their field of interest.

TRAINING & CERTIFICATION

5

Our First Aid, tMHFA, BLS, and other trainings provide transferable skills and industry-recognized certifications.

ANNUAL CONFERENCE

6

Each year ends with a conference convening 600+ students across the region for a day of speakers and fun.

40+
*site visit
partners*



SITE PARTNERS INCLUDE:

- Hospital Systems
- Independent Clinics
- Colleges/Universities
- Nursing Schools
- Medical Schools
- Public Health Depts

Our training offerings deliver applicable skills & industry-recognized certifications



YOUTH ADVOCATES FOR HEALTH ACCESS

Built on Reach Out's Community Health Worker training, this program includes 40 hours of Summer Training, a Capstone Project, and a Mentorship program.



QUESTION, PERSUADE, & REFER

The gold standard of suicide awareness and prevention, this method trains participants on how to divert and support someone suffering from suicidal ideation.



BASIC LIFE SUPPORT & FIRST AID

Certified by the American Heart Assn., this program teaches participants how to recognize life-threatening emergencies, perform CPR, and administer First Aid.



TEEN MENTAL HEALTH FIRST AID

A 6-hour training, tMHFA teaches teens how to identify, understand and respond to signs of mental health and substance use challenges among their peers.



BLOODBORNE PATHOGENS TRAINING

Designed for those who may be at risk on the job, this training teaches future health professionals how bloodborne pathogens spread and how to avoid exposure.

HEALTH PROFESSIONS CONFERENCE

A capstone to our programs is the annual [Health Professions Conference](#), our one-of-a-kind convention that brings students together from multiple school districts for a day of speakers, networking, and hands-on activities.



600+

STUDENTS

from over a dozen high schools and eight school districts across the Inland Empire region.

15+

SPEAKERS & PANELS

representing the entire spectrum of health careers including nursing, dentistry, public health, and more.

30+

BOOTH EXHIBITORS

representing universities, professional schools, local clinics, health systems, and other healthcare institutions.

2024 Health Professions Conference

450 High School Students from Health Pathways in the IE,
75 Health Professionals and Teachers



2024 Health Professions Conference

450 High School Students from Health Pathways in the IE,
75 Health Professionals and Teachers



Why schools prefer to partner for Health Pathways



BANDWIDTH

Our programming and support frees up educators to spend more time where they need it, in the classroom.



STUDENT OUTCOMES

Hands-on training and exposure increases engagement, college placement, and scholarship competitiveness.



EXPANDED CAPACITY

Our staff, partners, and library of content enables a robust program that builds upon in-class instruction.



TURNKEY PROGRAMMING

Insurance policies, equipment, site visits, guest speakers, lesson plans, and more. We handle it all for you!



INDUSTRY CONNECTIONS

Partner schools benefit from our deep roster of over 100 industry speakers and site visit hosts.



PROGRAM CONTINUITY

With our support, no single teacher is the linchpin of your program, providing stability year-over-year.

TRUSTED BY



JURUPA UNIFIED
SCHOOL DISTRICT



CHINO VALLEY
UNIFIED SCHOOL DISTRICT



MORENO VALLEY
UNIFIED SCHOOL DISTRICT



CAJON
HIGH SCHOOL



BIOMEDICAL SCIENCE AND
TECHNOLOGY ACADEMY
AT CHINO HIGH SCHOOL



“Reach Out and everything that the organization stands for really correlates with BSTU Academy's mission, which is to provide opportunities for students to be exposed to different experiences, careers, and professions to help them get ready for their future.”

Ashley Davis- Assistant Principal at Biomedical Science and Technology Academy at
Chino High School



The White Coat program each year matches exceptionally motivated students with local hospitals and private practices to explore the healthcare arena, giving them unparalleled experience as they pursue their health career goals.

In partnership with San Bernardino County Medical Society

White Coat Program

Intensive Internship



Work-Based Learning



REACH OUT
Strengthening Communities

Our Work-Based Learning program impacted more than 700 students from the Inland Empire, taking students through internships, shadowing, and speaker experiences.

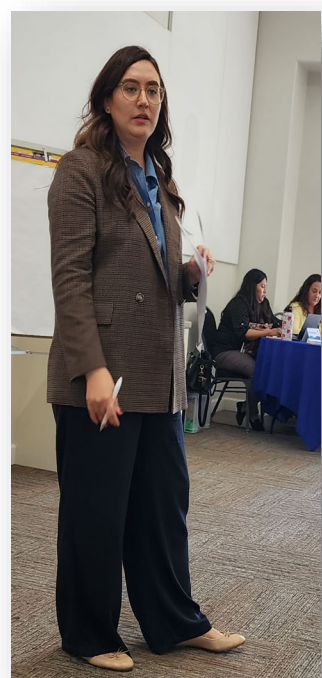


Public Health Leadership Consortium

All IE Universities that have Public Health Degree Programs,
Riverside and San Bernardino Public Health Departments and Workforce Development



REACH OUT
Strengthening Communities

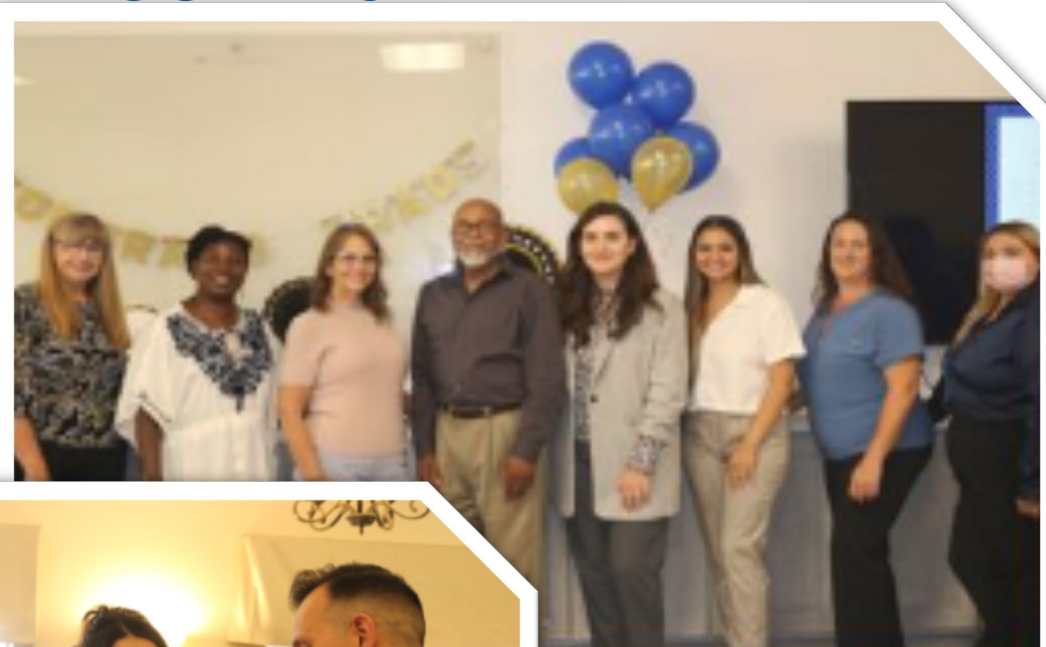
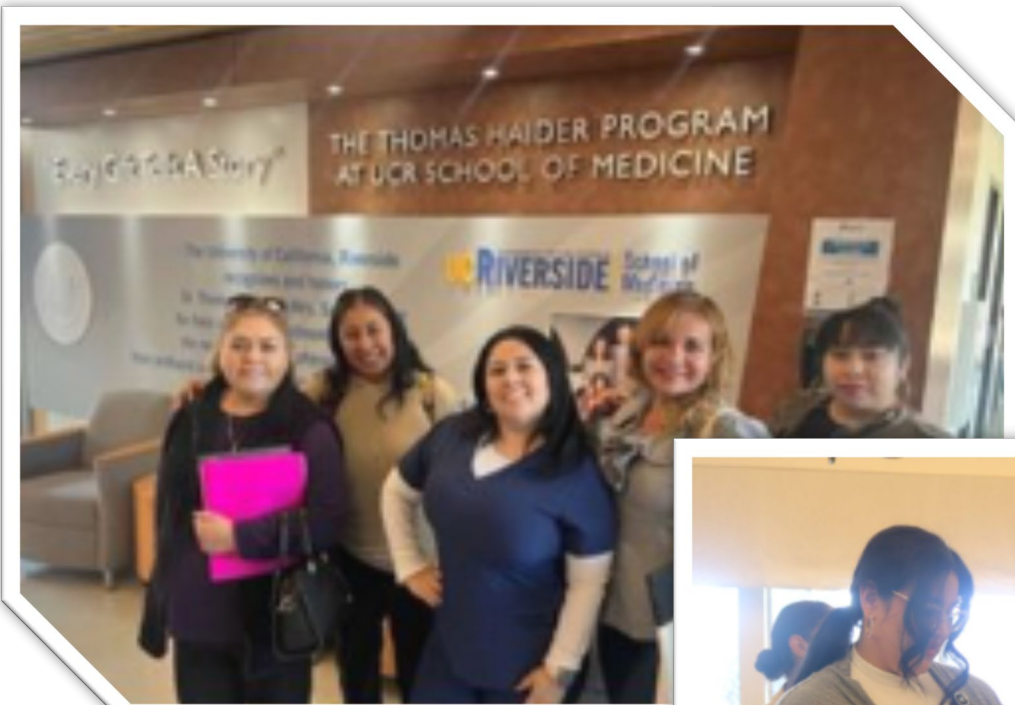


Rebuilding our Public Health Workforce through a multi-strategy plan of action for the Inland Empire



Community Health Workers

Training Through Reach Out's State-Certified PACIFIC EMPIRE COLLEGE





REACH OUT
Strengthening Communities



**Inland Health
Professions
Consortium**

POWERED BY REACH OUT

Diana Fox

Executive Director, Reach Out

(951) 961-1647 • Diana@we-reachout.org

Dr. Shermineh Davari, Ph.D

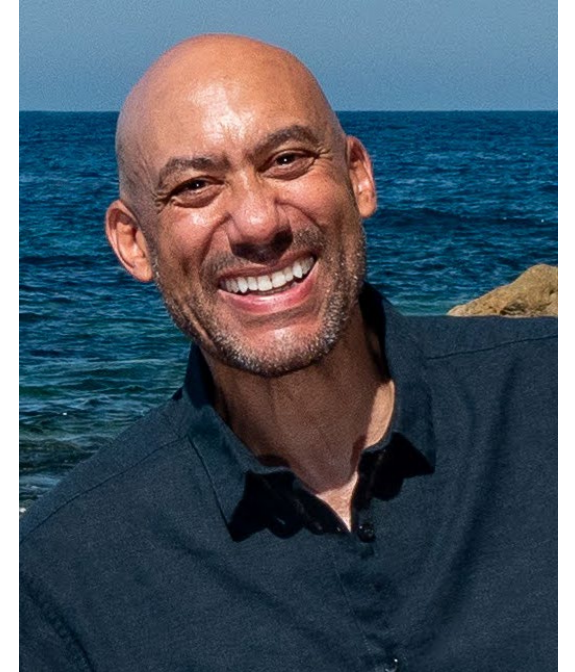
Director, Inland Health Professions Consortium

(951) 335-0092 • Shermineh@we-reachout.org

Effective Story Telling to Enhance Your Program's Scale and Sustainability



Brenna Humphreys, MFA
Owner and Creative Director



Stephen Royes
Director of Marketing and Strategy



Effective Storytelling to Enhance Your Program's Scale and Sustainability

→ **Why are
we here
today?**

→ Blast Radius



<https://www.youtube.com/watch?v=-peN-LPtH0M>



Project Drive-In





Today's Agenda

- 1 Importance of Strategy
- 2 Partnership Mindset
- 3 Process for Scale & Sustainability
- 4 Storytelling as a Tool
- 5 Tie it all Together
- 6 Q & A

»» Strategy Makes the Story

- From 5 to over 350
- Global Brand clients

HOW?

- Get focused
- Become experts
- Start small



Write Your Success Story

- 
- **Media & Entertainment**
 - **Action Sports**
 - **Consumer Electronics**

GOAL

Make one of the top three companies in each vertical CFL

CLIENT FOR LIFE



The Partnership Mindset

- **CARE** about their objectives as much as they do
- **RESPECT** their existing strengths and look for ways to make them stronger



- **Shift from "asking" to "offering"**



- **Industry Immersion**
- **Attend Trade Shows**
- **Study Annual Reports & Press Releases**
- **Join Associations as Affiliates**

- 
- **Know your value**
 - **Make effort to exceed expectations**
 - **Focus on their wins not yours**

»» First Contact

- Start with an OFFER to provide a proposal
 - Secure a meeting
 - Questionnaire
 - Decision making process

The Right Questions

➔ Target Profiles

KNOW THE
NEEDS,
GOALS, PAINS
AND DESIRED
GAINS OF
YOUR TARGET
PARTNERS

PROFILE



Dr. Maya Washington
K-12 Pathway Facilitator
45, STEM Program Director at Public School District

“The earlier we can expose students to healthcare careers, the better their chances of pursuing them. It’s about creating that spark, nurturing it through meaningful experiences, and building a support system that carries them forward. Every student deserves to see themselves represented in healthcare professions.”

Needs & Goals

Primary Needs

- Early intervention programs to spark healthcare career interest
- Sustainable partnerships with healthcare organizations and student progression

Goals

- Increase healthcare pathway enrollment by 30% among underrepresented students
- Establish mentorship programs connecting students with healthcare professionals
- Secure funding for after-school STEM enrichment programs

Behavior/Attitude

Work Style

- Strategic relationship builder
- Data-driven program developer
- Youth advocacy focused

Pain Points

- Limited resources and budget constraints
- Competing with other STEM career pathways
- Parent engagement in long-term career planning

Values

- Educational equity
- Student empowerment
- Community engagement

PROFILE



Professor James Chen
University Diversity Facilitator
52, Associate Dean for Diversity Affairs, School of Medicine

“Building a diverse healthcare workforce requires transforming our educational institutions from the inside out. We need to create environments where all students can thrive, while actively dismantling barriers to their success. This isn’t just about recruitment – it’s about retention, support, and systemic change.”

Needs & Goals

Primary Needs

- Comprehensive support systems for underrepresented students
- Data tracking tools for student retention and success
- Cross-departmental collaboration mechanisms

Goals

- Increase retention rates of diverse healthcare students by 25%
- Expand pipeline programs with local community colleges
- Develop cultural competency training for faculty

Behavior/Attitude

Work Style

- Coalition builder
- Evidence-based decision maker
- Change management expert

Pain Points

- Institutional resistance to change
- Limited financial aid resources
- Balancing quick wins with long-term systemic change

Values

- Academic excellence
- Inclusive education
- Institutional accountability

PROFILE



Dr. Regina Thompson
Funding Agency Facilitator
55, Program Director, Healthcare Workforce Diversity Initiatives

“Funding alone won’t solve healthcare workforce diversity challenges. We need strategic investments that create systemic change, backed by strong partnerships and rigorous evaluation. Every dollar must work towards building sustainable pathways that will transform the healthcare workforce.”

Needs & Goals

Primary Needs

- Evidence-based funding strategies
- Cross-sector collaboration frameworks
- Impact assessment tools

Goals

- Launch targeted grant programs for underserved communities
- Develop innovative funding models for pipeline programs
- Create sustainable evaluation frameworks

Behavior/Attitude

Work Style

- Strategic resource allocator
- Collaborative partner
- Systems thinker

Pain Points

- Balancing multiple stakeholder interests
- Demonstrating long-term impact
- Coordinating across various institutions

Values

- Equitable resource distribution
- Data-driven decision making
- Sustainable system change

PROFILE



Sarah Martinez
Healthcare Employer DEI Director
48, Chief Diversity Officer, Regional Healthcare System

“Creating a healthcare workforce that reflects our patient population isn’t just about hiring – it’s about creating an environment where diverse talent can thrive and advance. We need to transform our organizational culture while building sustainable pipelines for diverse talent.”

Needs & Goals

Primary Needs

- Effective diverse talent pipeline development
- Retention strategies for underrepresented healthcare workers
- Measurable DEI impact metrics

Goals

- Increase diverse representation in leadership by 40% over 3 years
- Establish partnerships with 10 new organizations
- Implement system-wide mentorship program

Behavior/Attitude

Work Style

- Results-oriented strategist
- Inclusive leader
- Change catalyst

Pain Points

- Competitive hiring landscape
- Maintaining momentum in DEI initiatives
- Budget justification for programs

Values

- Workplace equity
- Cultural competence
- Organizational transparency



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- Metrics to track program effectiveness and student progression

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Process as the Hero

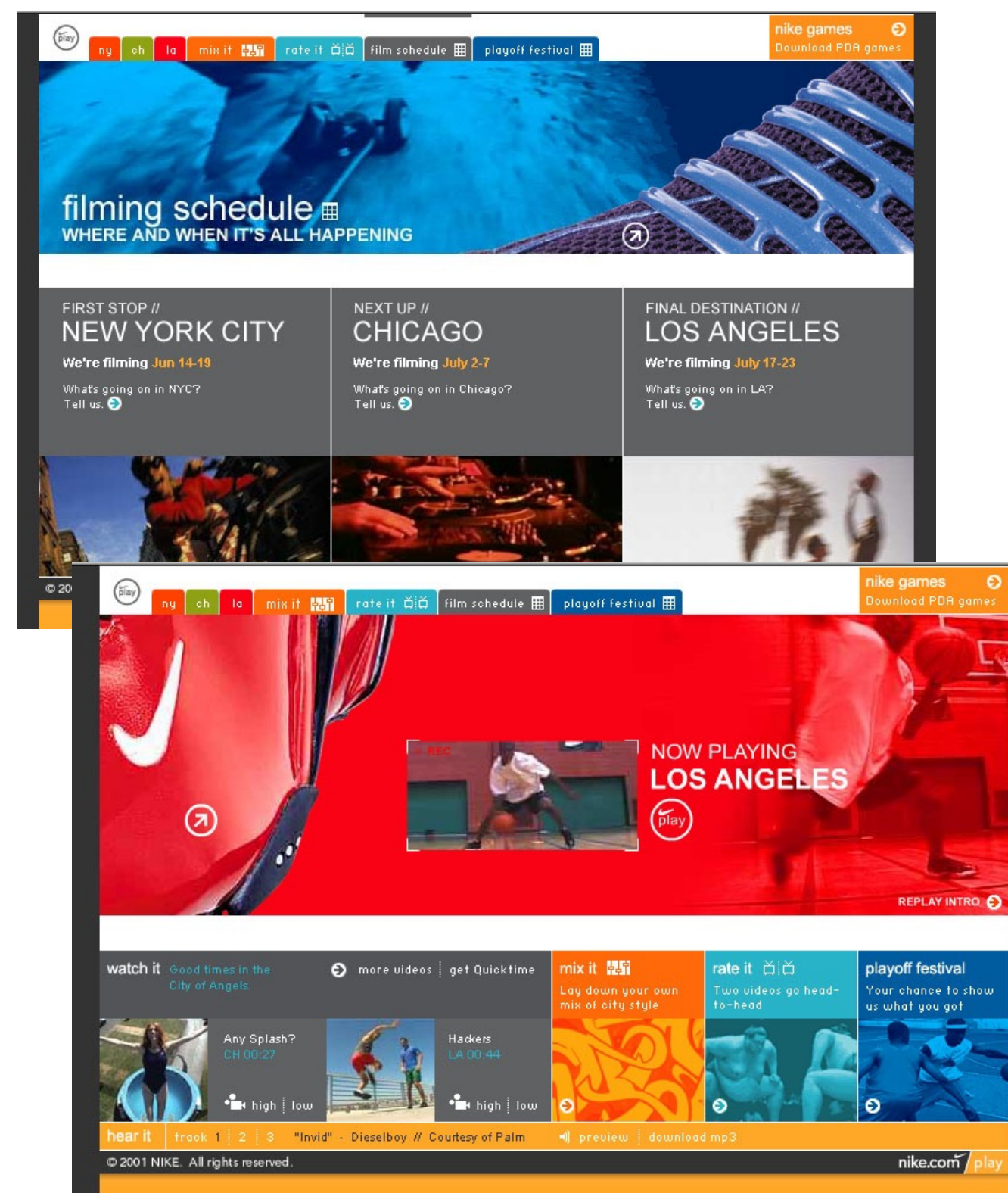
- **Collaborative**
- **Step 1, Step 2, Step 3, etc**
- **Must be reliable and scalable**
- **Focused on success**

»» Case Studies for Scale

LEGO Media



Nike Play



Solution Highlights

- Online component of an **integrated summer campaign** featuring video footage of people “freestyling” in sport
- Information on core Nike products is subtly woven into the fabric of the site, **expressing the product as art**
- ‘Mix it’ feature that allows people to create **visual/audio/moving artworks** to send to friends
- Offers fan voting, MP3’s, filming schedule information, and other features
- Over 1 million visits** in less than three months and **over 300,000 movies viewed** or downloaded
- Email promotion campaign had **more than 30% click-through rate** (higher than 15% target)

Solution Highlights

- Dynamic website with **customized J2EE-compliant content management system** replaced two-year-old static HTML site
- Dynamically generates image, text, and multimedia **content for more than 650 games**
- Leverages content from its popular Nintendo Power magazine
- Exclusive “NSider” online community** for Nintendo Power subscribers
- Nintendo fans were **blown away by the new user experience** and bounty of content
- Lower site maintenance costs** for Nintendo



Testimonials for Scale

Testimonials



“I am impressed with your entire team’s commitment to **anticipating and understanding our strategic needs**. Working closely with us on various projects, we have consistently found your people to be **professional, flexible, and creative**. The **high level of two-way communication** that we experience with your team will continue to be fundamental to our combined success.”

Keith Peters

Director, Content Development &
Strategic Communications

Nike.com

»» Wrap up

Stories we used to scale:

- We created the story first (strategy) then set out to live it
- We created a proven process as the hero and used the Case Study story format to earn more clients
- We leveraged other people telling our story through the Testimonial story format to earn more clients

»» Storytelling as a Tool

Stories are more than numbers

Which part of the Honda case study do you remember?

- Number of hits on the website
- Owner who won?

Use stories



Science of Storytelling

We are hard wired for stories - they are part of our DNA
A little neuroscience

- Humanity's primary method of transmitting knowledge
- Stories release same neurochemicals as real experiences
- Neural coupling - our brains synch with the storyteller's
- Activate more areas of the brain than facts

Stories Have Emotional Impact

- Stories trigger oxytocin release ("trust hormone")
- Character-driven stories cause oxytocin synthesis - motivates cooperation
- Tension in stories releases cortisol-we pay attention
- Resolution releases dopamine-we feel satisfied and optimistic
- Adds up to "narrative transportation"



Stories Motivate Action

- Mirror neurons help us experience others' emotions
- Others' struggles - our empathy triggers prosocial behavior
- "Psychological safety" - making it okay to feel and act on emotions
- People donate more to causes after hearing a story vs. seeing statistics
- Reduce counter-arguing and analytical resistance



Story Components That Drive Impact

- Sensory details - activate our experiential memory
- Character transformation - gives us hope for change
- Obstacles - create investment in outcomes
- Specific details - make abstract concepts tangible
- Emotional moments - create memorable anchors

Storytelling is a highly effective and very powerful tool.

»» How to Tell an Effective Story

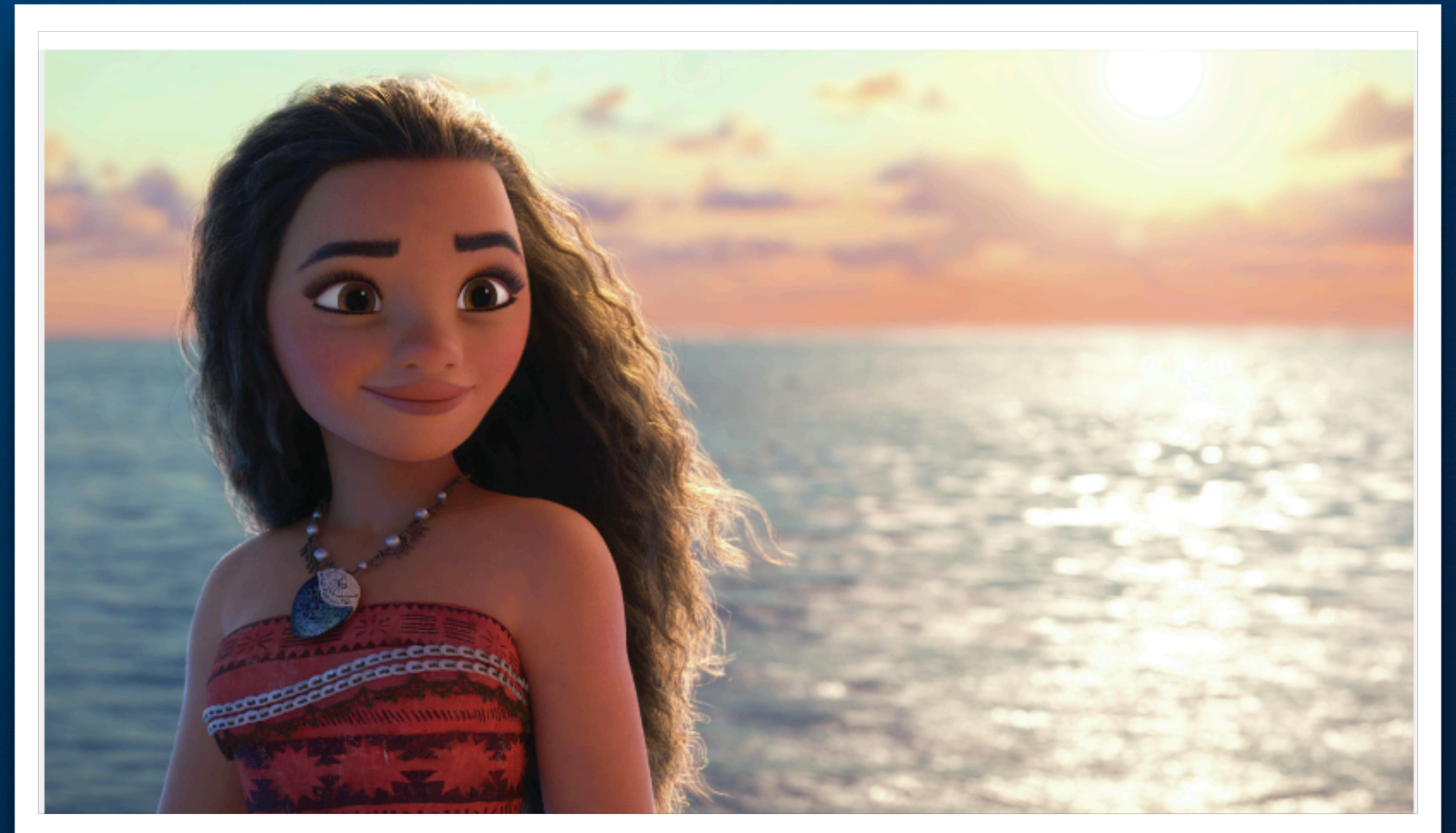
- Process is key in business
- Storytelling also follows a process
- 7 basic plots

»» Key Story Element - Protagonist

WHO is your story about?

- Who should they care about?
- What do they care about?

Health TECH as an example
Great stories, more details, please!





Key Story Element - Details

What are the details?

- Reader/listener needs to know character and relate
- What was their regular life?
- Strengths and weaknesses?
- Family? Hobbies?



Key Story Element - Setting

WHERE does the story take place?

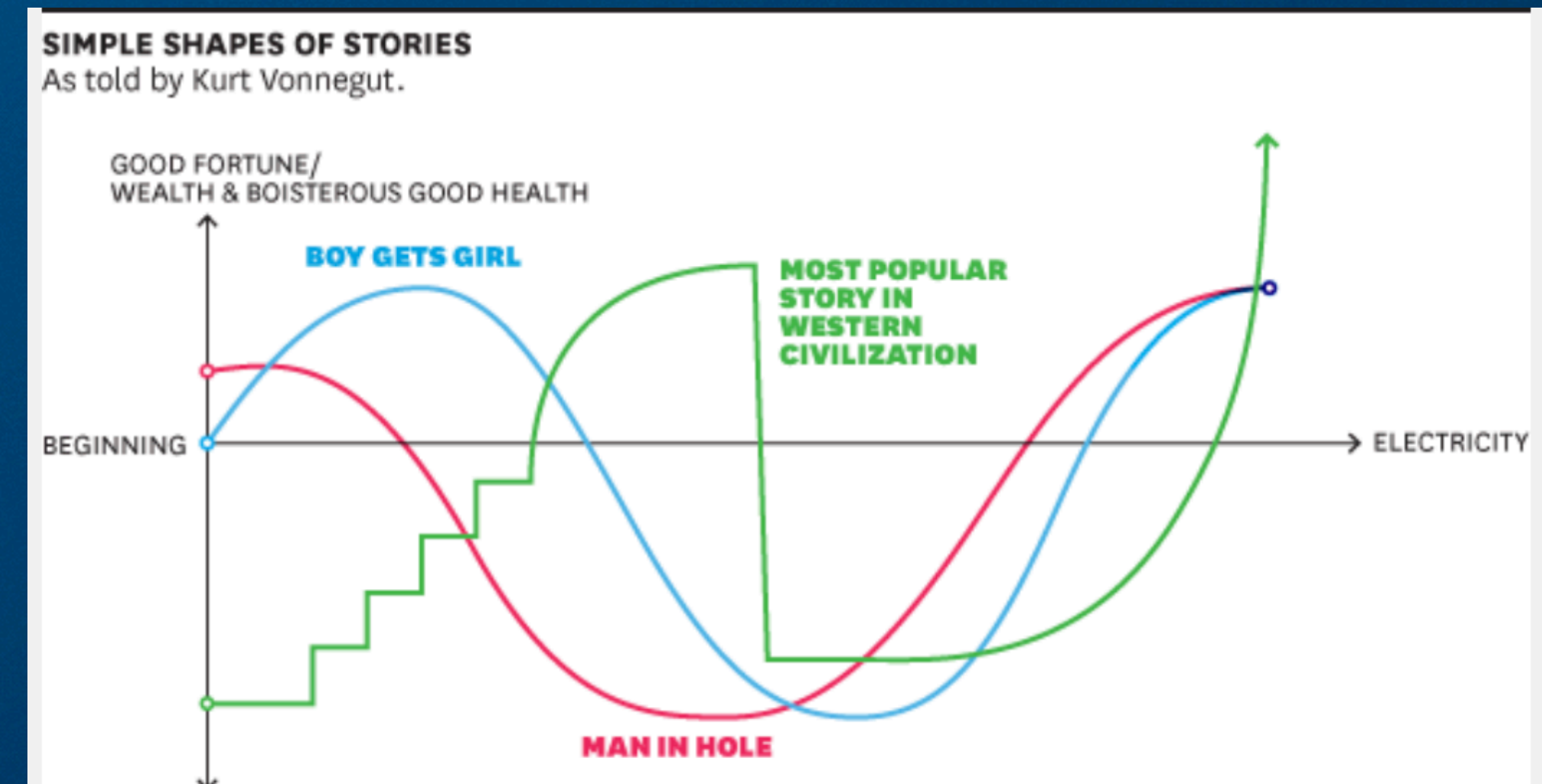
- What kind of town?
- What resources are/not available?
- What was the environment like?



→ Key Story Element - Structure

WHAT Happens?

- Hook
- Beginning/Status Quo
- Inciting Incident - the big change
- Take us on the Journey
- Show us the consequences
- Give us the **happily ever after** 😊





You may not be writing the Great American Novel - but you do have to create stories for your organization's scalability and sustainability.





One More Element: POV

- More students?
 - Show how it changed their life.
- Need funding?
 - Exec at large organization. Show their PR in community.
- Need jobs?
 - Hospital executive. Show they got the best employee.

Same program, same story, different POV.



Honda Case Study

- Strategy brief before creative
- Be a company that society wants to exist
- Sell Honda as well
- Multimedia storytelling, word of mouth = PRESS



Los Angeles Times

LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH STYLE TRAVEL OPINION SHOP

YOU ARE HERE: LAT Home → Collections → Drive In Theaters

Ads by Google

Honda launches efforts to save some drive-in theaters

August 12, 2013 | By Jerry Hirsch

Email Share +1 7 Tweet 0 Error

The movie industry's plan to stop distributing 35-millimeter films by the end of this year threatens to shut down the roughly 300 drive-in movie theaters still operating in the U.S.

Most drive-ins don't make enough money to warrant the estimated \$75,000 per screen transition to digital projection.

The U.S. sales arm of Honda wants to help preserve some of those theaters by supplying at least five drive-ins with digital projectors in an effort to maintain that link between cars and the movies.

Official Aircscreen Distributor
Outdoor Movie Screens From \$4995
Find Out More

advertisement

Can Stocks Crash Again?

The Olympic Drive-In, formerly on Olympic Boulevard in the Sawtelle neighborhood... (Handout)

»» BE A STORY TELLER / STORY COLLECTOR

- Keep a journal
- Capture footage/photos
- Gather testimonials
- Perfect and practice your storytelling
- Know your audience
- Choose your story and your POV
- Content that can be leveraged across different platforms



Ask Yourself

- Do you know yourself and your value?
- Do you have a reliable, repeatable process?
- Do you know your stakeholder?
- Do you have a good story to tell?
- How can you create and collect more stories?



→ In Conclusion

- Importance of Strategy
- Partnership Mindset
- Care and Respect
- Process
- Storytelling works
- Tell an effective story
- Explore multiple formats
- Keep collecting stories

Thank you!

Q & A

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info@concentric360.com

310-663-7051

PANEL:

Needs and Partnering Opportunities with Health Employers



Dana Beckton, MA
Chief Diversity and
Inclusion Officer



Colleen Conners,
Divisional Talent
Acquisition Manager



Teraylan Hollingsworth,
Vice President-HR &
Education Services



Annual Member Conference

**Expanding Health Workforce
Through Collaborative Partnerships**

Thank you for attending!

**Please provide feedback on our short
survey about your experience.**

Sponsored by:



<http://tiny.ucsf.edu/CHPC24EVAL>