Workforce Issuance

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100 DCS 34.105   ☐ **Policy**   ☑ **Information**

To:
- Chief Elected Officials
- MassHire Workforce Board Chairs
- MassHire Workforce Board Directors
- MassHire Career Center Directors
- MassHire Fiscal Officers
- MDCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
             MassHire Department of Career Services

Date: April 29, 2020

Subject: **Recruitment for Long Term Care Facilities**

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Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators and other local workforce development partners about recruitment tips and incentives to increase hiring at long term care facilities.

Background: The coronavirus (COVID-19) has dramatically impacted the ability of long term care facilities to recruit and retain healthcare professionals. The Commonwealth COVID19 Command Center streamlined recruitment and hiring practices for long term care facilities and created new incentives for professionals to accept employment at a long-term care facility.

An equal opportunity employer/program.

Auxiliary aids and services are available upon request to individuals with disabilities.
**TDD/TTY 1-800-439-2370 - Voice 1-800-439-0183**

To coordinate and match the hiring needs between long-term care facilities and healthcare professionals, the Command Center created the **Long-Term Care Portal**. The Portal allows nursing facilities to REGISTER hiring needs. The Portal allows healthcare professionals to REGISTER their information and be matched to facility need.

https://covid19ltc.umassmed.edu/

The Commonwealth of MA COVID19 Command Center started additional actions to support hiring at long-term care facilities in the following career pathways.
- Expand pipeline for **entry-level healthcare support roles**:
    - *Issued an* Executive Order/guidance *to allow nursing students* to be hired as Patient Care Technicians by nursing facilities. Long-term care facilities must verify that the individual is a graduate or is a senior/in their last semester of a Board approved program.
    - *Created an entry-level job title Resident Care Assistant (RCA)* that does not require formal certification or prior training.
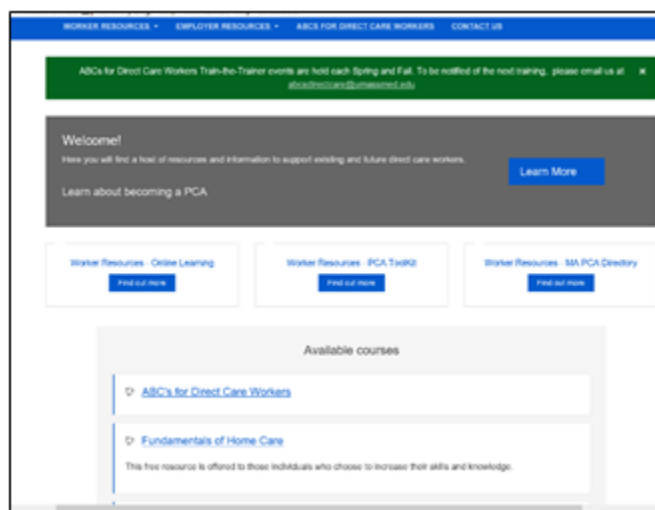
    - *DPH currently allows students in Certified Nursing Assistant programs to be hired by a long-term care facility* before the student

completes certification testing. [105 CMR 156.00: The training of nurses' aides in long-term care facilities](#)

- *Created an online resource to assist entry level workers with free online "Fundamentals" training* that offers basic infection and universal precautions information that was rolled out through MassHealth for the agencies that hire PCAs https://madirect-care.com/

NOTE: State partners are working closely with DPH to support the re-start of CNA programs using online platforms, social distancing and partnerships with long-term care facilities. More information to follow as this work is formalized.

- Expand the **nursing pipeline**:
  - *Issued an [Executive Order and DPH guidance](#) to allow GRADUATES of nursing programs* (who are not yet licensed) to practice nursing during the state of emergency.
  - *Issued an [Executive Order](#) to allow nurses from out of state* to be temporarily licensed in MA and extended expired licenses of MA healthcare professionals to continue to practice during the state of emergency.

- For **all healthcare roles** at long term care facilities:
  - *Created the Long-term Care (LTC) Portal* (described above) The LTC Portal allows nursing facilities to REGISTER hiring needs. The Portal allows healthcare professionals to REGISTER their information and be matched to facility need. Staff for the LTC Portal do daily matches between registered professionals and the facilities who identified unfilled positions.
  - *Created a $1,000 hiring bonus* for any healthcare professional matched through the LTC portal to a facility and working at least 128 hours within 30 days after hire (Hiring Bonus Info Sheet attached). To be eligible for the bonus, a worker must register through the LTC portal and be hired through the LTC portal by a LTC facility.
  - *Created a recruitment "tips" sheet* (attached) to help MassHire Centers and other organizations explain the new incentives and supports for workers at long term care facilities (described above). The Tips sheet and flyers for different audiences attached.

The MassHire system can utilize the new incentives and tools to talk to UI claimants, students and job seekers who may be good candidates to work in long-term care facilities across the state. Ideas to help with recruitment:

- **Email blasts to students in CNA or nursing programs with your education partners.** You can attach the "student" flyer and the "recruitment tips" PDF along with the $1,000 bonus one-pager.

- **Email blasts to your customers in MOSES to advertise the LTC Portal** (including UI claimants that MDCS using CRYSTAL reports to identify nurses, aides, CNAs, and other healthcare professionals – MDCS recently announced trainings on how to develop CRYSTAL reports). You can attach the "Healthcare Professional" specific flyer and the "recruitment tips" PDF along with the $1,000 bonus one-pager.

- **Email blast to job seekers from non-healthcare jobs seekers who may be interested in Resident Care Assistant (RCA) position.** You can attach the "Resident Care Worker" flyer, the job description, and the "recruitment tips" PDF to build interest. EOLWD and partners would be happy to do a webinar for a group of interested job seekers to provide more information about the RCA position if a MassHire Center builds a group of interested job seekers.

Action Requested: Please share this information with all appropriate managers, staff and partners and orient your MassHire recruitment practices to incorporate the new tools and resources in order to prioritize recruitment for long term care facilities statewide.

MassHire DCS will update this Issuance as new materials are developed, or additional incentives are created.

Effective: Immediately

Attachments:
      A. Long Term Care "Recruitment Tips" Sheet
      B. Student Recruitment Flyer
      C. Healthcare Professional Recruitment Flyer
      D. Resident Care Assistant Flyer
      E. Resident Care Assistant job description
      F. $1,000 hiring bonus FAQ