

# OCHSNER HEALTH SYSTEM

Jefferson, Louisiana



REACHING OUT TO THE COMMUNITY WHILE PROMOTING FROM WITHIN

The largest private employer in Louisiana, Ochsner Health System employs nearly 18,000 people across 60 health centers and 29 owned, managed, and affiliated hospitals. It has been executing its stated mission — to Serve, Heal, Lead, Educate, and Innovate — since its inception in 1942. As a learning institute, Ochsner has educated thousands of physicians, nurses, and other clinicians throughout its history. It is the only Louisiana hospital to have been recognized by U.S. News & World Report as a “Best Hospital” across three specialty categories.

### Dedicated Workforce Units or Staff

Since 2013, Ochsner has adopted a more holistic approach to workforce development that is designed to cultivate personally resilient employees. Ochsner has also begun actively recruiting young local students and non-traditional job-seekers into careers in healthcare. To sustainably achieve these goals, Ochsner is investing \$500,000 each year into its newly created Workforce Development Department, which has five full-time employees.

### Structured Career Pathways

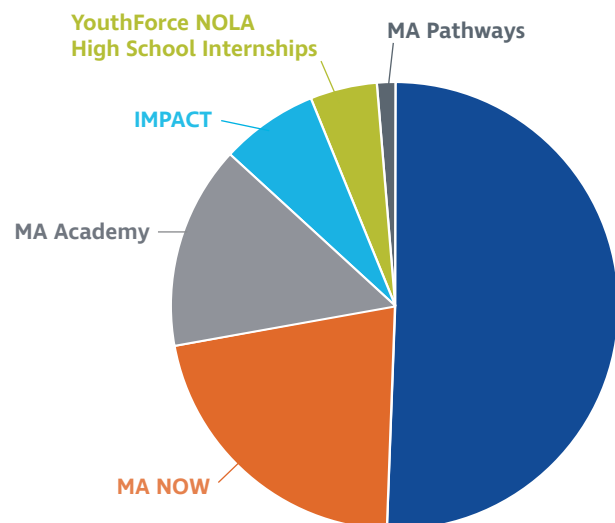
Ochsner offers several ways for employees to meaningfully advance their careers. Through the online curriculum known as MA Pathways, non-clinical staff can receive the training necessary to become a medical assistant. After advancing into that role, medical assistants (MAs) who show special potential may be recruited into the MA Academy, a 12-week training that introduces leadership training. Finally, frontline healthcare employees may choose to participate in IMPACT, a six-month training where employees learn advanced skills such as cognitive strategies and functional context application.

### Recruit from the Community

MA NOW (New Orleans Works) is an accelerated, 12 week training program that gives unemployed and underemployed members of the community, the majority of whom have no prior healthcare experience, the chance to become MAs. The program is designed to lift community members and their families off of government assistance

and out of poverty. Ochsner teams with Delgado Community College to facilitate the training, which is offered free of cost, and also partners with local social-service organizations for wrap-around services during the training period.

## 685 INDIVIDUALS HAVE PARTICIPATED IN OCHSNER’S WORKFORCE TRAINING PROGRAMS



> The Academic Community Outreach initiative has reached more than 15,000 students over the last 12 years

## Focus on Inclusive, Local Hiring

Ochsner works toward creating meaningful employment opportunities for local youth community. Its Academic Community Outreach initiative addresses the need to train students for jobs in healthcare. Ochsner also allows high school students to volunteer at its facilities and even shadow full-time workers. Additionally, Ochsner provides internships to high schoolers through YouthForce NOLA, a local organization that lets students explore career opportunities. Ochsner partners with local school districts to inform healthcare-related curriculum standards in nearby schools.

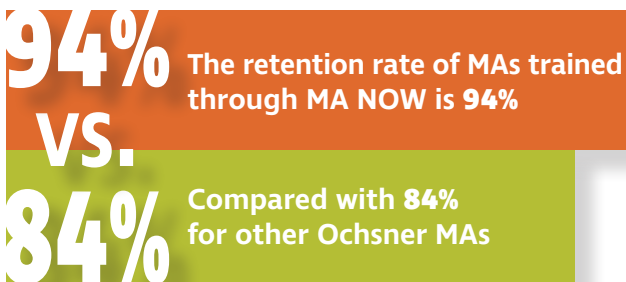


## Frontline Success Story

After enrolling in the MA NOW program, Rashita White's personal life took a drastic turn for the worse. This single mother of two found herself homeless, sleeping in her car and studying by the light of her cell phone. But Ochsner stepped up and connected Rashita with short-term emergency housing, food vouchers, and childcare. Rashita eventually graduated from MA NOW at the top of her class, and is today a full-time medical assistant at Ochsner.

## BUSINESS IMPACT:

- > MA NOW graduates also score **10% higher** on annual performance reviews than other MAs
- > **100%** of MA Pathways graduates have been placed in MA positions



## NOTE FROM THE CEO



"As the largest private employer in the state of Louisiana, Ochsner Health System is aware of the impact we can have in increasing meaningful employment opportunities for the region," says Warner L. Thomas, Ochsner president and CEO. "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. We are committed to being a good corporate citizen as part of the change to partner in developing solutions like these."

- Ochsner President and CEO, Warner L. Thomas

**Number of Employees: 17,605**

**Number of Frontline Workers: 6,070**



## The Frontline Healthcare Worker Champion Recognition Program

The CareerSTAT Frontline Healthcare Worker Champion program recognizes healthcare organizations making exemplary investments in the skills and careers of their frontline workers. Organizations are designated as Champions and Emerging Champions. Champions meet all of CareerSTAT's recognition criteria, including making skill and career development accessible, offering programs at a significant scale, measuring program business impact, and building sustainable programs, while Emerging Champions are in earlier stages of investment and are working with CareerSTAT leaders to strengthen their programs and achieve Champion status. CareerSTAT is an employer-led initiative of the National Fund for Workforce Solutions. Learn more at [www.NationalFund.org/CareerSTAT](http://www.NationalFund.org/CareerSTAT).