

PARKLAND HEALTH & HOSPITAL SYSTEM

Dallas, TX



MAKING THE LEAP TO SUPPORT FRONTLINE WORKERS

Parkland Health & Hospital System is known for its unmatched dedication to providing efficient, effective, and up-to-date job skills training and educational opportunities to low-income workers in Dallas County. Established in 1894 to meet the needs of poor and medically-indigent patients, Parkland employs over 12,000 people and serves more than one million outpatients per year. Parkland is highly committed to its frontline worker training and career development programs and to academic excellence and education.

Success From the Start

A frontline worker's first 90-day employment experience is critical to retention. Parkland knows this, which is why they prioritized restructuring their onboarding process. Under the old model, different departments would present orientation information in back-to-back sessions, and new employees suffered from data overload. The revamped employee orientation consists of three components: "who we are," "why you matter," and "how we support you." On day one, new hires receive vital information regarding organizational culture, mission, and values, and how their role fits in. The full onboarding process incorporates group activities, learning maps, and lunch-and-learn sessions over a three-month period, creating a more balanced learning experience. Employees know upfront that Parkland is invested in their success.

Accessible Learning Builds Pipelines

Recognizing that knowledge fuels passion and opportunity, Parkland offers numerous programs to expand access to education. Its Rise to Success program provides local high school graduates with paid on-the-job summer training for patient care technician certification. Similarly, the Education at Work program allows current frontline workers to remain gainfully employed while they obtain a healthcare-related associate degree. Both programs remove financial barriers to education by covering all related expenses, including tuition, books, and even childcare and transportation. Another program

A CHAMPION EMERGES

Parkland Health & Hospital System was named a CareerSTAT Emerging Champion in 2016. They are the first organization to move from an Emerging Champion to a Champion.

recruits motivated non-clinical frontline workers and prepares them for national patient care technician certification. Parkland also offers free GED classes and testing to ensure all employees can take advantage of career ladders. This multi-pronged strategy makes learning accessible and creates a pipeline for high-demand positions, all while serving the greater community.

The Rewards of Recognition

The contributions of frontline workers are critical, but often overlooked. Feeling valued and respected by an employer is a key element of a good job and keeps employees motivated. To boost morale and improve retention, Parkland launched the "ROSE" award (Recognition of Service Excellence) to recognize patient care technicians who exceed expectations. The ROSE award is given monthly, and 20 people have been recognized since May 2018. Recognized workers receive a certificate, a rose for their badge, free reserved parking for the month, and other perks. A Wall of Excellence in the hospital lobby features ROSE award winners over the course of the year.

PROGRAM DATA

		PARTICIPANTS
2018	All Programs	500+
SINCE 2016	Education at Work	32
	GED	75
SINCE 2015	PCAT	71
	Rise to Success	39

BUSINESS IMPACT

After revising its tuition assistance program, retention rates among participants increased significantly.

BEFORE



AFTER



Frontline Success Story

"I don't have average dreams," explains Ana Laureano. "I will bring change into the world; it will take time but it will happen." An exemplary Rise to Success participant, Ana works weekends as a medical interpreter at Parkland, recently completed her associate degree in nursing, and has just started her nurse residency in the medicine intensive care unit. Only the second person in her family to attend college, Ana says the Rise to Success program sounded too good to be true, but realized it could help her achieve her goal to earn a nursing degree. "I am contemplating enlisting in the military, followed by medical school, with thoughts of becoming a surgeon specializing in [prenatal] surgery. I love learning," Ana says, "and have always been fascinated by how the body works." Who knows how far Ana will rise further to achieve her passion and goals?



Ana (pictured left) aspires to complete her BSN after graduating from Brookhaven College's Associate Degree in Nursing program.

Note from the CEO



Fred Cerise, MD, MPH
President & CEO, Parkland Health and Hospital System

"2015 saw the early stages of investing in career development for our employees," says President and CEO Fred Cerise, MD, MPH. "From the creation of our Rise to Success program to Education at Work, we began addressing the needs of our frontline workers directly," he explains. As an academic safety net facility, Parkland also remains dedicated to the health and well-being of the individuals and communities entrusted to its care. Not only does this include patients and guests, but also, "it means caring for the current and future employees and volunteers who help us provide unmatched patient safety and care for Dallas County."

Parkland Health & Hospital System Statistics
12,716 employees | 3,724 frontline workers

The Frontline Healthcare Worker Champion Peer Recognition Program

CareerSTAT's Frontline Healthcare Worker Champion program recognizes healthcare organizations investing in the skills and career 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 business impact, and building sustainable programs, while Emerging Champions are in earlier stages of investment and working with CareerSTAT leadership to strengthen their programs.

