

# Consulting Services

- Recruiting and Training Direct-Care Workers
- Building Employee-Centered Work Environments
- Improving Caregiving Practices
- Developing Public Policy Initiatives



**Developing a stable, high-quality caregiving workforce by creating cultures of retention**

# Are you a home health or long-term care employer?

*Are you looking for proven, effective strategies to help you find and keep your direct-care workers?*

*Are you interested in building a more supportive workplace environment for your frontline staff?*

*Do you need assistance in exploring systemic, regulatory change that supports a stable, valued and well-trained direct-care workforce?*



## The Paraprofessional Healthcare Institute can help you.

### The problems you face...

Anyone involved in the employment of direct-care workers faces a range of challenging issues:

- High turnover and vacancies among frontline staff.
- Maintaining quality care
- Finding, training, and retaining direct-care workers
- Struggling with a health care system and state and federal regulatory system that often works against your efforts to enhance direct-care workforce stability

### Help is available now...

The Paraprofessional Healthcare Institute has been working for over a decade to address these “frontline” issues. PHI is ready to assist you in developing and maintaining a high-quality caregiving workforce by creating a “culture of retention.”

We work with our clients in a variety of ways:

- Introductory Presentations and Workshops
- Educational Programs for all levels of staff
- On-site Consultation Services
- Research and Analysis



## Consulting Services

PHI's ongoing, on-site technical assistance will start with a full assessment of your particular workforce challenges; we will then design our assistance to meet your immediate needs and objectives. Our consulting services include the following areas of expertise, although we are prepared to evaluate and address other issues specific to your agency or state.

### Recruiting and Training Direct-Care Workers

- Designing effective recruitment strategies
- Understanding and adopting learner-centered training techniques
- Designing learner-centered entry-level and specialized curricula
- Building direct-care workers' communication and problem-solving skills

### Building Supportive Work Environments

- Designing and implementing peer mentor programs
- Improving frontline supervisory skills
- Offering career advancement opportunities for frontline staff
- Providing links to case management services to help direct-care workers overcome external barriers to succeeding at work

### Improving Caregiving Practices

- Reviewing mission, vision, and values
- Identifying and adopting client-centered caregiving practices that match institutional values
- Involving frontline staff in care planning and decision making
- Developing specialized or advanced curricula for aides

### Developing Public Policy Initiatives

- Researching and analyzing workforce dynamics
- Formulating policy solutions
- Building stakeholder coalitions



## Getting Started

One of the first questions clients often ask is "where do we begin?" Of course, the answer depends on a variety of issues; we will structure our work with you based upon your priorities and needs.

**The first step** is contacting us so we can learn more about you, and you can learn more about us. Initial on-site consultations are sometimes scheduled after this initial contact. Contact PHI at [info@PHInational.org](mailto:info@PHInational.org).

*We look forward to meeting you!*

The *Paraprofessional Healthcare Institute (PHI)* is a national nonprofit health care employment development and policy organization, based in the South Bronx, New York City, with affiliates in five states. We believe that creating quality jobs for direct-care workers is essential to the provision of high-quality, cost-effective services to long-term care consumers.

At the practice level, PHI has helped organize the **Cooperative Healthcare Network**, a federation of worker-owned, paraprofessional health care providers and employee-centered training programs that includes the highly successful **Cooperative Home Care Associates** of the South Bronx. PHI is also a prime sponsor of **Independence Care System (ICS)**, a nonprofit managed long-term care program for people living with physical disabilities in New York City.

At the policy level, PHI staffs the national **Direct Care Alliance**, an advocacy voice representing consumers, workers, and concerned providers who are working together to create both quality jobs and quality care within the long-term care sector. In addition, PHI runs the **National Clearinghouse on the Direct Care Workforce** ([www.directcareclearinghouse.org](http://www.directcareclearinghouse.org)), a national information center on the staffing crisis in long-term care. Finally, PHI has state-based policy experts working in coalition with providers, consumers, and workers in New York, Pennsylvania, Massachusetts, New Hampshire, Michigan, Arkansas, and California.

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