



# Growing a Strong Direct Care Workforce: A Strategic Approach to Recruitment and Retention

March 28, 2019

9:00am—3:00pm

Fort William Henry  
48 Canada Street  
Lake George, NY  
Warrensburg Room

## Training Description

By the year 2024, direct care workers are projected to add more new jobs than any other single occupation. Your ability to achieve and sustain a competitive edge as an employer of choice will be critical to growing your business in this difficult labor market. Together, we'll explore the demographics influencing the availability of workers, the threats to staff stability stemming from other service sectors, and share a range of innovative practices from quick wins to longer-term strategies that lead to significant improvements in recruitment and retention.

### *Presented by:*

Susan R. Misiorski, Vice President of Workforce Innovations

Susan specializes in strategy, education and consultation to improve quality of care and quality of jobs. Susan serves as the Vice President of Workforce Innovations for PHI (Paraprofessional Healthcare Institute), a not for profit organization that is the nation's leading resource on the direct care workforce. Susan began her career as a nursing assistant, and has held positions as Director of Staff Development, Director of Nursing and Vice President of Nursing in a multi-site skilled nursing home corporation in New England. Her current client base spans a wide range of settings across the long-term care continuum that seek to create relationship-centered living and working environments. In addition, Susan is a national speaker on topics related to culture change and recruitment and retention, is a collaborator with CMS on initiatives to improve quality of life, and an author of articles, curricula and handbooks to advance culture change in aging.

## Objectives:

1. Explain the key factors contributing to the workforce shortage.
2. Identify ten strategies to improve recruitment and retention.
3. Explain the impact of supportive supervision on retention.

To register, please visit the following link:

<https://recruitmentretention.eventbrite.com>

