

LTSS Workforce Stabilization – A Solution for a COVID World and Beyond – Part 2

Matching Employers with Jobseekers

Concept: Similar to the dating app Match.com, a Employer enters their staffing needs into a portal and the website matches by people who have the skills.



ConnectToCareJobs.com

Employers

- Easy to use portal to manage their staffing needs

Jobseekers

- A one-stop shop to connect with employers

States

- Near real time actionable data about workforce needs throughout the state

ADvancing States

- National, regional, and state data to provide to federal partners



What Types of Positions Are Included?



Activity Aide
Recreational Therapist
Environmental Service Aide (laundry or housekeeping)
Maintenance
Transportation
Certified Nursing Assistant/Patient Care Technician
Licensed Professional Nurse (LPN)/Licensed Vocational Nurse (LVN)
Physician
Physician Assistant
Nurse Practitioner
Registered Nurse (RN)

Temporary Nurse Aide
Cook
Dietary Aide/Food Server
Dietician/Nutritionist
Feeding Assistant
Admissions/Marketing
Minimal Data Set (MDS) Coordinator
Social Worker
Occupational Therapist/Aide
Physical Therapist/Aide
Respiratory Therapist
Speech Therapist

We recognize that the position names will vary by state and are using familiar taxonomy and providing descriptions through our resources.

This is the initial list and how now been expanded to include more HCBS positions.



- Assisted Living Community (Supportive Living Facility)
- Intermediate Care Facility
- Independent Living
- Individual/Family Home
- Long Term Acute Care Hospital (LTAC)
- Memory Care Facilities
- Pediatric Skilled Nursing Facility
- Residential Home (Adult) - (group home)
- Residential Home (Children) - (group home)
- Skilled Nursing Facility (SNF)

We recognize that each state may call these employers by slightly different names but for this first version we went with this list.

This is the initial list and how now been included to include additional provider types such as home care, home health, hospitals, etc.



Next steps for state onboarding

1. Meet with your state provider networks to garner support for the use of this tool.
2. Engage all relevant state agencies: Aging and Disabilities, Health, Medicaid, Labor, Social Services.
3. Develop a marketing campaign so that workers know that it is the way that they should be applying for jobs.
4. Meet with the boards and state associations representing health care professionals.
5. Engage with labor unions that may represent workers in your state.

Additional considerations:

1. Consider offering sign-up “bonuses” for jobseekers who use the portal and are successfully placed in a position.
2. If your state has already stood up a website for employers to go to register a need, consider redirecting the website to the new website.



ConnectToCareJobs.com

Phase 1
May 15th

- Launch of website
- Jobseeker Form – Includes Tell Us About Yourself – Where you live? Where you want to work?
- Employer Needs Form – Includes what positions are in need, when, and information about the employers

Phase 2
July 16th

- Slick Site Release - Update of Landing Page and Enhance User Interface
- Added New Provider Types and Jobseeker Position Title Types
- Adding State and Advancing States accounts for reporting results
- Add Employer Prospect Dashboard to organized reviewed matches

Phase 3
August 26th

- Jobseeker form revised layout for usability and created ability to opt-in/out of matching/reporting
- Ability for jobseeker to select multiple job titles, check all days/shifts, and upload resume
- Employer revised layout for usability and ability to download resumes and downloads

Phase 4
October 30th

- Released Multi-Employer (corporate/affiliate) dashboard
- Zip code based/Service Area matching options
- Employer automatic approval and email uploads
- Added questions for preference on in-home, community-based or facility-based work



- ConnectToCareJobs.com is a free service provided and maintained by ADvancing States. States will need to pay if they want to customize the site.
- The development of the website was generously supported by the Centene Corporation.
- ConnectToCareJobs.com was based on the Massachusetts model developed by Northeastern University
<https://covid19lrc.umassmed.edu/>
- States market within the states to Jobseekers and Employers.





HOME

JOBSEEKER REGISTRATION

EMPLOYER REGISTRATION

RESOURCES ▾

LOG IN

CONNECTING JOBSEEKERS WITH EMPLOYERS

WE ARE HERE TO HELP YOU

Our healthcare facilities and long-term services and supports (LTSS) providers are experiencing an unprecedented staffing shortage. We are here to help by providing:

- Employers with a way to fill critical staffing gaps quickly.
- Jobseekers with an easy way to connect with employers nationwide.
- States with actionable data about the workforce needs.

JOBSEEKER REGISTRATION

EMPLOYER REGISTRATION



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