

Rural Health Workforce Challenges:

A State Journey Toward Improvement

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Disclosure Statement

University of Wisconsin - Madison

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No conflict of interest to disclose



Purpose & Objectives

Describe Wisconsin's journey toward improving the rural health nursing workforce

- Identify strategies for examining rural-urban nursing workforce gaps
- Discuss three improvement strategies
- Leverage key learnings, particularly collaborative partnerships



Background: Rural Health Disparities

Rural populations are older, suffer more chronic illnesses, and face numerous barriers to access care

Rural subgroups with unique health needs

- First Nations
- Agricultural
- Forestry



Background: Rural Health Disparities

Health care access challenges

- Socio-cultural knowledge
- Occupational and economic
- Geographic and environmental
- Provider recruitment and retention



Wisconsin Center for Nursing



Mission:

Assure an adequate, well-prepared and diverse nurse workforce to meet the needs of the people of Wisconsin

Strategic Priorities:

- Critically analyze & disseminate nursing workforce data
- Strengthen our capacity to bring together nursing interests into coherent platform & message around workforce issues
- Lead Wisconsin response to the Institute of Medicine (IOM) report, *The Future of Nursing*



Wisconsin Center for Nursing



- Wisconsin legislative bill in 2009 mandates survey at relicensure every two years
- WCN and Rural Wisconsin Health Cooperative (RWHC)
- designated as Action Coalition partners in 2011
- Robust data used for RWJ-SIP and HRSA grants for improvement opportunities statewide



Rural Wisconsin Health Cooperative



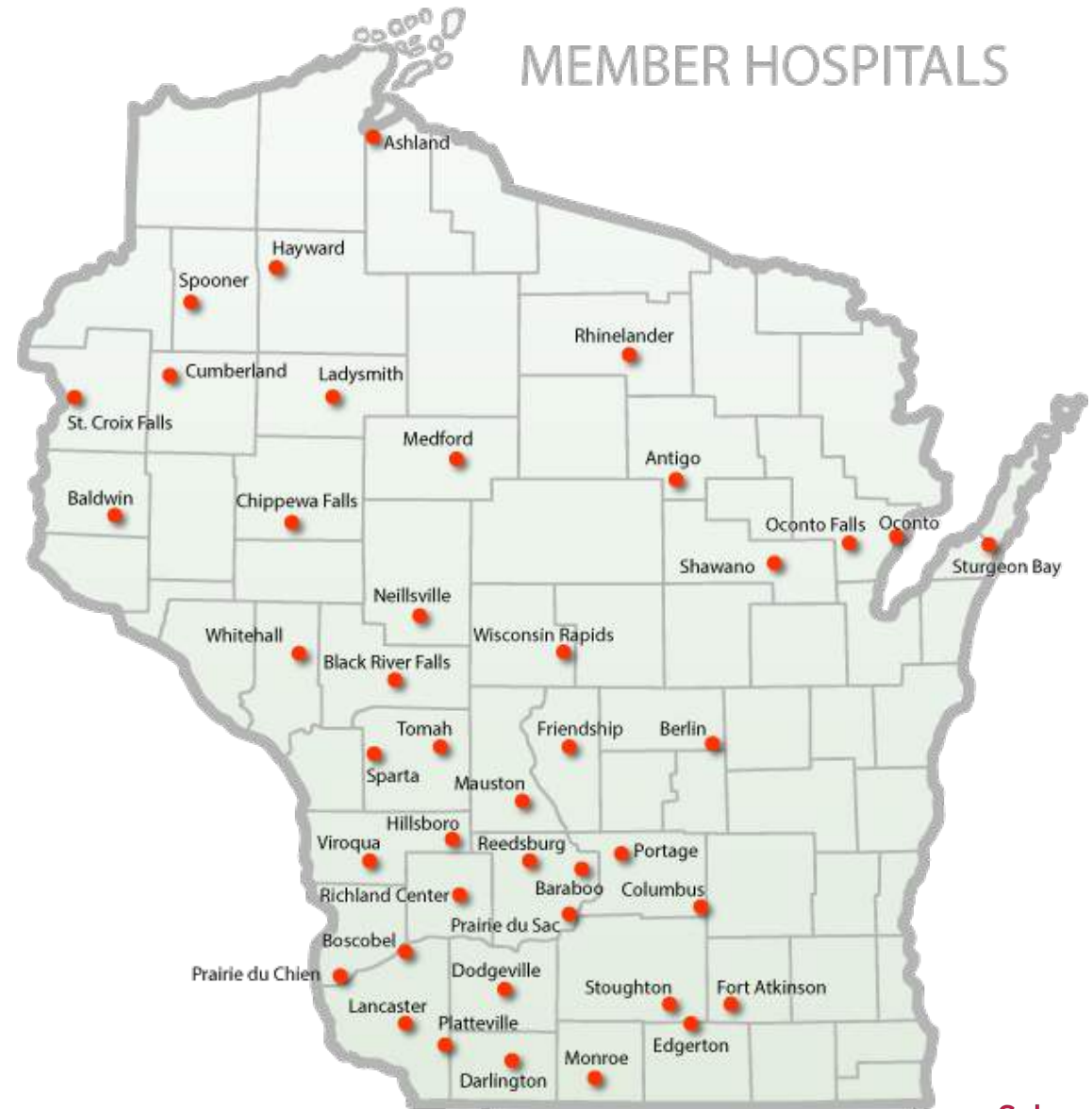
- Founded in 1979
- Non-profit cooperative
- 40 rural hospitals
 - 19 independent
 - 21 affiliated
 - 21 critical access hospitals
- Strong nursing leadership council





**Tim Size,
Executive Director**

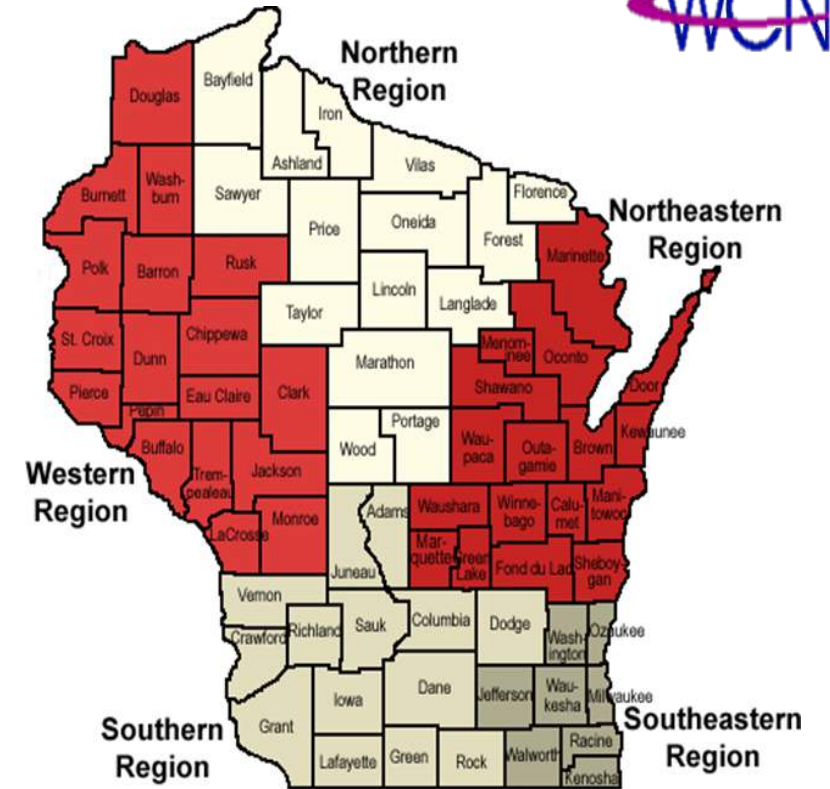
Nationally-recognized
leader and advocate
for rural health and
rural health policy



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Wisconsin Center for Nursing Data Analysis Evolution

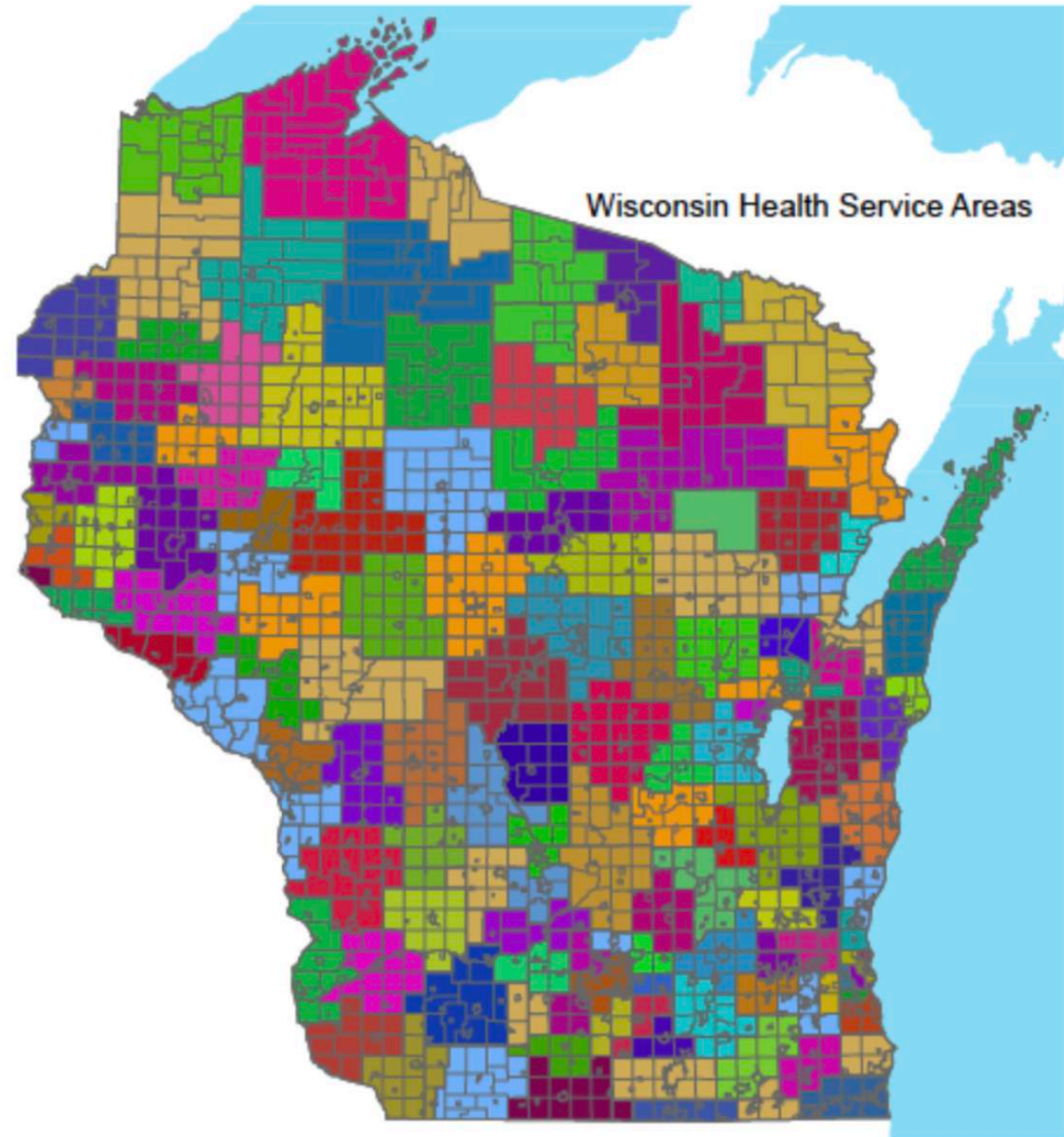
- State and regional analysis
- At A Glance reports by region 2014
- County analysis in 2016
 - RN and APRN
- Rural - urban analysis in 2018



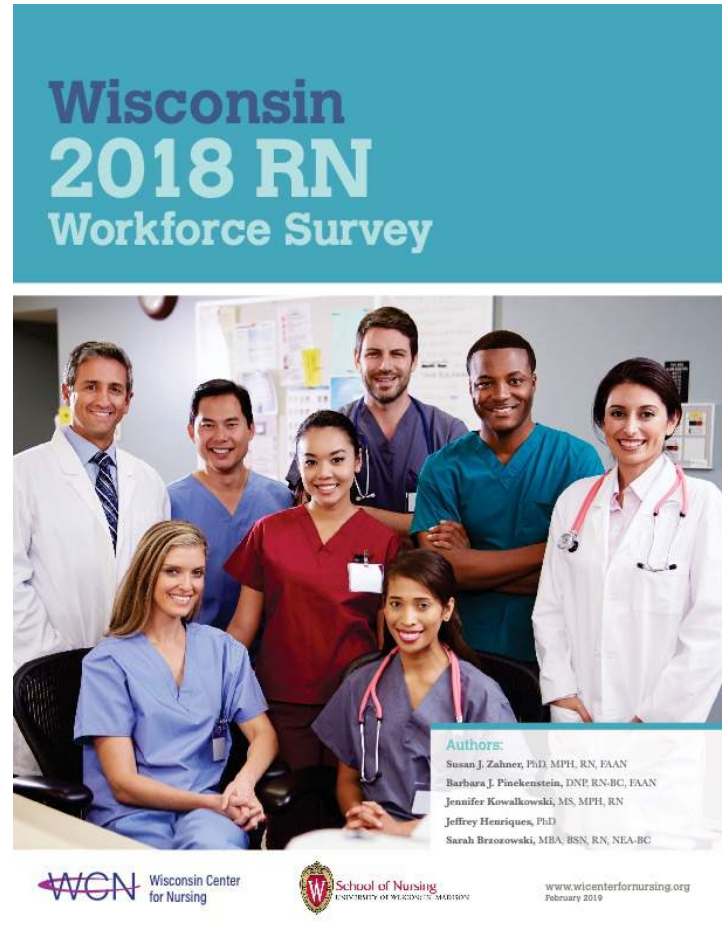
Rural - Urban Analysis

Rural and urban classification
using AHEC Wisconsin Health
Service Areas (Sugden, 2015)

- Geographical “best fit”
 - Zip codes
 - Municipalities
 - Physician services
 - US Census Bureau classification



2018 Wisconsin RN Workforce Survey



- Electronic survey
 - 88,932 completed
 - 79,750 respondents included
- Exclusion criteria
 - Not living or working in Wisconsin
 - Excessive work hours or conflicting employment status
 - RN license before birth, age 16, or degree
 - Working >10 jobs



2018 Workforce Survey Findings

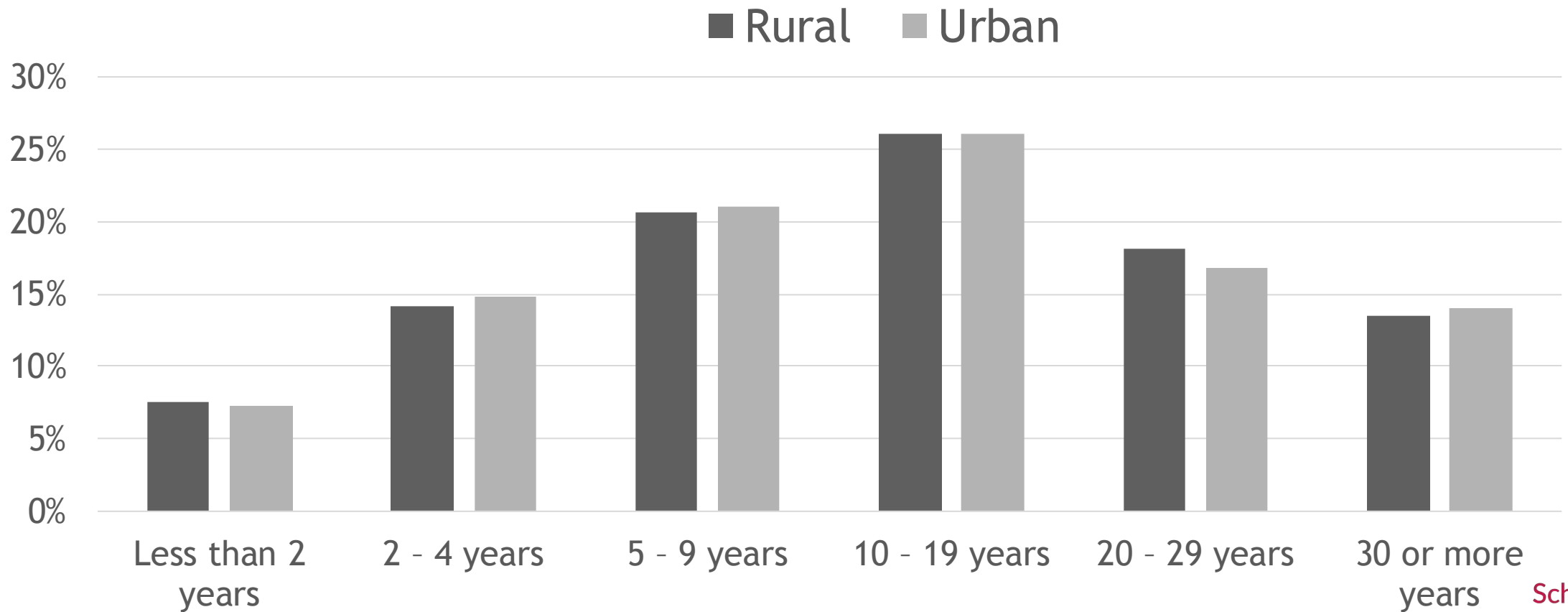
Demographic Characteristics	Rural n = 14,217	Urban n = 46,138
Mean Age (SD)	46.3 (12.1)	43.9 (12.4)
Gender Diversity (Females)	93.4%	92.6%
Diversity (White)	97.3%	93.4%
Diversity (Hispanic)	1.2%	2.3%
Number Languages Spoken	1.1	1.1

2018 Workforce Survey Findings

Employment Characteristics	Rural n = 14,217	Urban n = 46,138
Years Direct Patient Care (SD)	15.1 (11.4)	14.0 (11.3)
Hours Worked Primary Job (SD)	35.3 (11.0)	35.0 (10.5)
Number Nursing Jobs	1.2	1.2
Total Hours Primary and Secondary Jobs (SD)	36.7 (11.7)	36.1 (11.1)

2018 Workforce Survey Findings

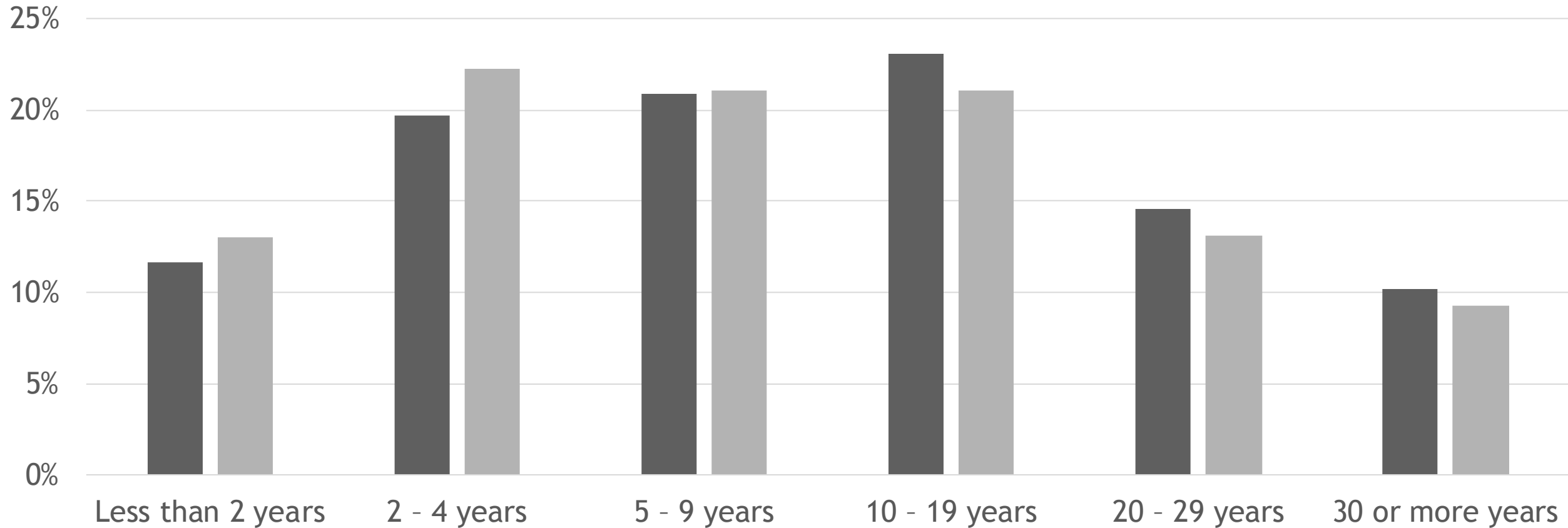
Intent to stay in Direct Care



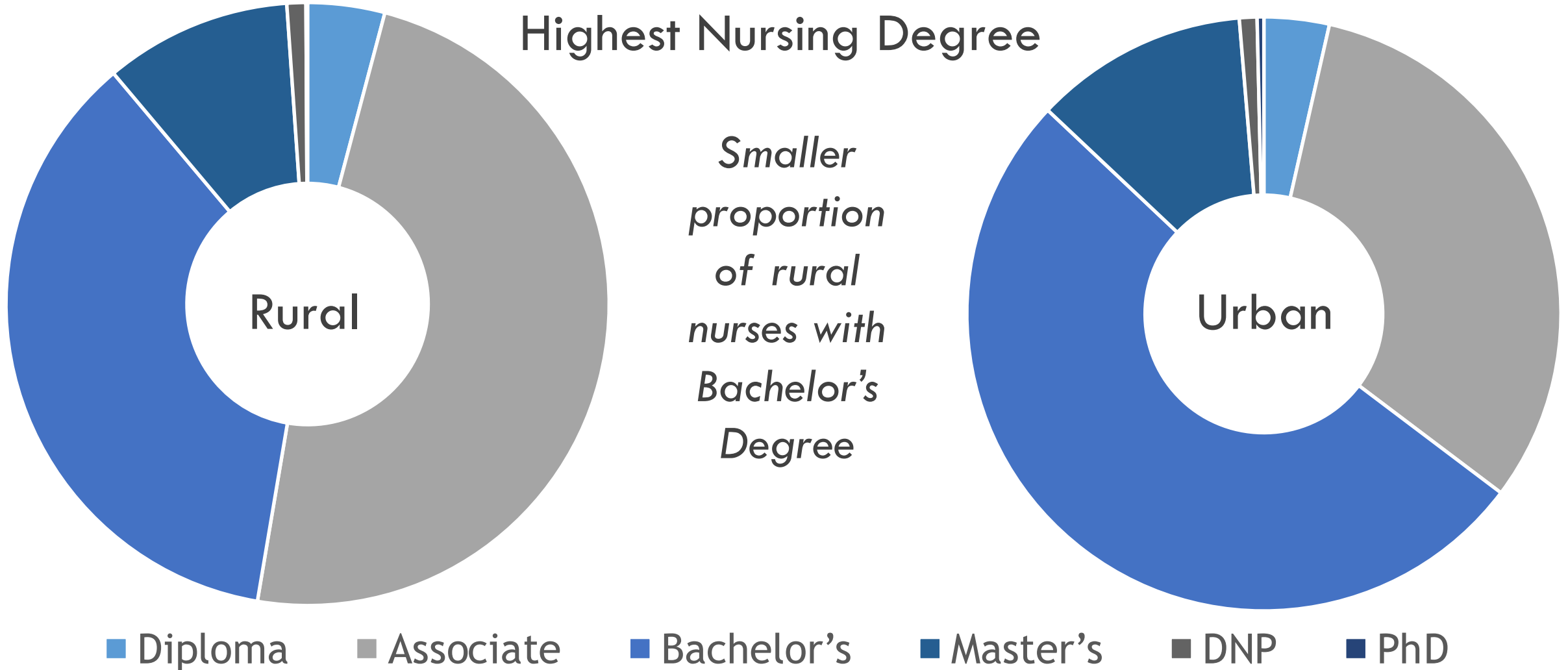
2018 Workforce Survey Findings

Intent to Stay in Current Employment

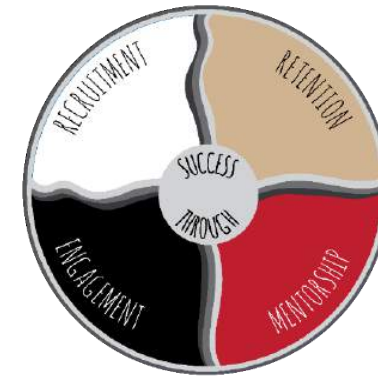
■ Rural ■ Urban



2018 Workforce Survey Findings



Improvement Strategy HRSA Grant: STREAM



STREAM
FOR NATIVE NURSING STUDENTS

- Success Through Recruitment/Retention, Engagement, and Mentorship (STREAM) Native Nation students pursuing nursing careers
- 12 Wisconsin tribes (11 federally recognized and one state recognized) are federally-designated Health Professional Shortage Areas
- Aligns to diversity and rural health priorities and includes comprehensive support system



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STREAM Partnerships



STREAM
FOR NATIVE NURSING STUDENTS

- GLITC (Great Lakes Intertribal Council)
- NACHP (Native American Center for Health Professions)
- UW-Madison School of Nursing
- UW-Madison Population Health Institute



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Holistic Admissions



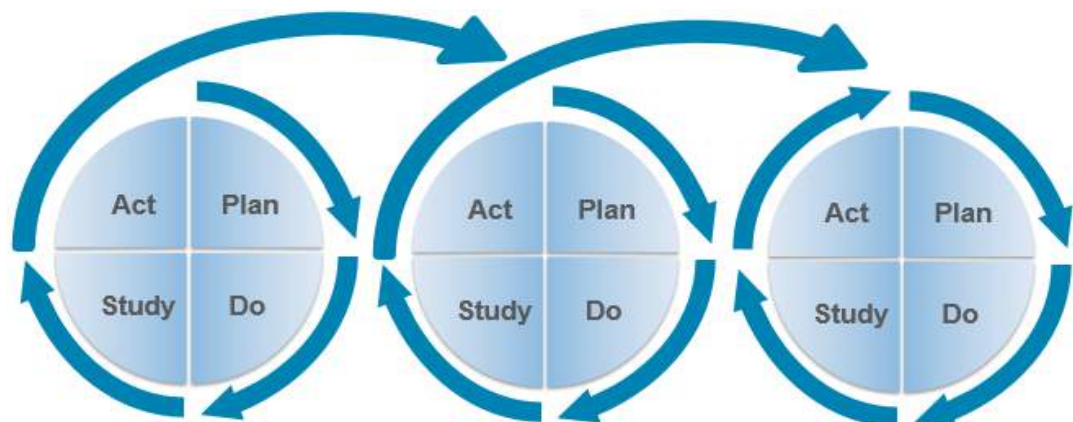
Mentorship

Academic Support



STREAM

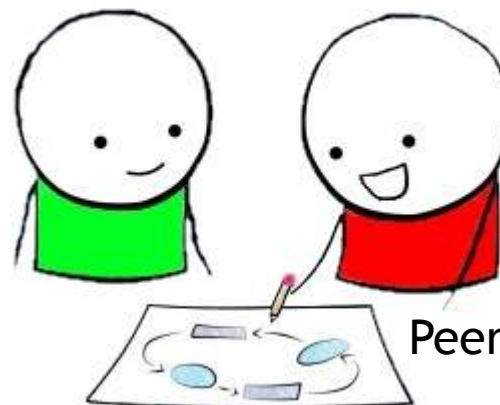
FOR NATIVE NURSING STUDENTS



Rapid Cycle Quality Improvement

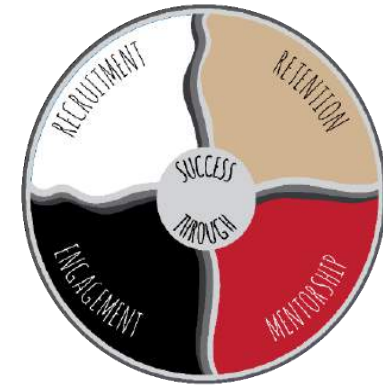


Financial Support



Peer Support





STREAM
FOR NATIVE NURSING STUDENTS

We are Healers: Kala Cornelius



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STREAM Current Results

- Infrastructure and program established
- 13 STREAM students
- 4 pre-nursing and 6 undergraduate nursing
- 2 DNP and 1 PhD
- 4 Native Nation Nursing Summits
- Plan to expand clinical sites and native nation clinical instructor in 2020



Native Nations UW Leadership Summit



UW-Madison & 12 Native
Nations of Wisconsin

Community-Academic Partnerships:

- Improve health services
- Preserve the environment
- Develop local economies
- Strengthen families
- Expand educational opportunities



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Faculty Cluster Hire

UW-Madison Native American Environment, Health & Community Faculty Cluster

Researchers housed in:

- Nelson Institute for Environmental Studies
- School of Human Ecology
- School of Nursing



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School of Nursing: Rural Engagement

- BSN@Home (RN to BSN program)
- Rural health scholarships
- Summer rural health immersion
- Expansion of mental health certificate program for APRN

Nurse Residency Programs

- WI early national leader
- HRSA – SOAR-RN (2004-2011)
- Support onboarding & retention rural health nurses with Marquette University & RWHC





Documentary: Medicine on Main Street

Current Improvement Strategy Preparation for Rural Practice

Stakeholder engagement project

- School of nursing
- Rural health cooperative

Purpose

- Identify educational deficiencies among Registered Nurses related to readiness for rural nursing practice



Preparation for Rural Practice

- Qualitative, descriptive design
 - Capture voices and perspectives of rural nurses
 - Convenience sampling
 - Practicing nurses employed by member organizations of rural health cooperative
- Data collected via face to face, semi-structured interviews
- Thematic analysis of transcribed recordings



Preparation for Rural Practice - Results

26 interviews

- Eight facilities
- Five nursing roles
- Seven practice settings

Students not prepared for diversity of patients in rural settings



Findings

Training Needs for Rural Workforce



Two themes

- Reality of rural practice
- Awareness of rural culture





Reality of Rural Practice

- Expert generalist
- Diverse ages and health conditions
- Embedded within community



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Awareness of Rural Culture

- Cultural characteristics, values and beliefs
- Social and environmental conditions
- Economic and employment trends





Expanding Capacity Through Strategic Partnerships

*Leaders and
innovators in rural
nursing and rural
health for the state of
Wisconsin*



Key Partnerships - State

- Wisconsin Council on Medical Education and Workforce (WCMEW)
- Center for Interprofessional Practice & Education (CIPE)
- Wisconsin Academy of Rural Medicine (WARM)
- Wisconsin Office of Rural Health (WORH)
- Wisconsin Center for Nursing (WCN)
- UW-Madison School of Pharmacy



Key Partners & Resources - National

- National Rural Health Association (NRHA)
- Health Services Resources and Administration (HRSA)
- Federal Office of Rural Health Policy (FORHP)
- Centers for Disease Control and Prevention (CDC)
- United States Department of Agriculture (USDA)
- National Farm Medicine Center (NFMC)
- AgrAbility and AgriSafe



Key Learnings

- It's all about multi-sector collaboration and partnership
- Data that links to rural health is important
- It takes multiple strategies
- Time to leverage interprofessional educational resources and teams
- Infrastructure is important





Educational Initiatives

- Strengthen didactic and clinical experiences
- Develop electives and certificate programs
- Emphasize interprofessional learning opportunities
- Leverage technology and online learning
- Make rural health a visible strategic priority





Data



Education



Advocacy



Collaboration

Wisconsin's Journey Continues...



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