

**Bristol Workforce Investment Board
Southeast Health Care Collaborative (SEHCC)**

Project Focus:

This project centers on increasing the skills and potential of the Southeast health care employers' workforce. Increases in basic skill levels combined with basic computer skills instruction will afford entry-level employees with the opportunities for career advancement. Other training in areas such as customer service and work skills will help to increase the productivity of employees and increase customer satisfaction. Finally, more specialized training such as medical terminology, billing/coding and medical records will address common skills shortages while affording mid-level employees the opportunity for career ladder advancement.

The Partnership:

Bristol Workforce Investment Board, Greater New Bedford Workforce Investment Board, Bristol County Training Consortium, St. Anne's Hospital, Southcoast Hospitals Group, Visiting Nurse Association of Southeastern Mass., SSTAR, Southpointe, Health First, Taber Street Nursing and Rehabilitation Center, SEIU, United Interfaith Action Council, SABES Southeast, Fall River Career Center, Greater New Bedford Career Center

Project Goals:

The goals of this project are to:

- Center on increasing the skills and potential of the employers' workforce by increasing basic skill levels such as adult basic education (ABE) and English for Speakers of Other Languages (ESOL)
- Provide basic computer skills instruction
- Provide training in customer service and work skills to increase the productivity of employees and increase customer satisfaction.
- Provide specialized training such as medical terminology, billing/coding and medical records that will address common skills shortages while affording mid-level employees the opportunity for career ladder advancement.

Enrollment Goals:

- 200 will be enrolled in computer training; 280 will be enrolled in customer service training; 30 in ABE/Pre GED/ESOL
- 35 will be enrolled in medical coding training and 15 will be enrolled in CNA training

Project Design:

This employer-driven partnership will seek to provide education and training to entry level as well as mid-level incumbent workers (as part of career ladder development). This includes supervisors (at all levels), front line service personnel (both entry and higher level), and clerical/administrative staff. The training will be industry and company specific, dealing with "real life" healthcare situations. Some of the topics to be covered will include cultural diversity issues, how to handle customer inquiries and complaints, how to recognize and respond to the needs of each customer, dealing with angry and annoyed customers and managing customer expectations. While sometimes taken for granted, these skills are critically important for health care professionals to succeed and advance in their careers.