



Creating Tomorrow's Quality Healthcare Workforce

ANNUAL REPORT 2012



SEIU UHW-WEST & JOINT EMPLOYER
EDUCATION FUND

The Education Fund is uniquely positioned to help healthcare workers and our employer partners thrive during this time of change.

We are pleased to present to you the SEIU UHW-West & Joint Employer Education Fund Annual Report. In this publication, we share highlights from our 2012 programs, inspirational stories from our students, and exciting plans for 2013. In 2012, we achieved remarkable success **enrolling healthcare workers in 6,860 high quality education and training services**, while moving forward on our vision of ***Creating Tomorrow's Quality Healthcare Workforce***.

Our 2012 Strategic Initiatives included:

Providing Value to All Members

- 2606 employees were trained through new Skill Builder classes and environmental sustainability training targeting Environmental Services workers.
- Expanding our menu of online course offerings to increase access to classes.

Strengthening Stakeholder Partnerships

- As a result of new strategies to engage workers and employers, enrollment in our programs increased by 16% over 2011.
- Through creative partnerships with Long Term Care employers and SEIU UHW, 535 workers in nursing homes were trained, representing an 85% increase over 2011.

Tracking Healthcare Workforce Trends

- Responding to a new healthcare paradigm, we engaged employers to identify new & emerging models of care and establish workforce training targets that reflect an **increased focus on care coordination and new reimbursement incentives**.
- We are playing a critical role on regional, state, and national fronts, focused on changes in the healthcare workforce, engaging academic, employer, labor and government sectors.

The healthcare industry is challenged to do more with less. In order to achieve sustainable growth, we recognize that the healthcare industry must continue to invest in its workforce. We know that education will play an invaluable role in the success of healthcare reform efforts. The Education Fund is uniquely positioned to help healthcare workers and our employer partners thrive during this time of change.



Jim Simpson
President & Chair

Kaiser Permanente
Senior VP, Business Units
& Regions Outside of CA



Hal Ruddick
Secretary-Treasurer

SEIU UHW-West
Director, Hospital Division

New Programs in 2013



Advance Your Career (AYC)

In early 2013, we launched Advance Your Career (AYC), which builds on the success of our Career Upgrade training programs, extending benefits to any employee who can demonstrate that their accredited training program leads to a job that is in high demand by their employer. The Education Fund pays for tuition, books, fees, and testing costs, as well as career counseling services.

AYC also pays the costs of training and exam fees for specialty or additional certifications and licensures for people who want to move up in their current profession.



Skill Builders Online

Building on the success of our Skill Builders program, our new course offerings can be accessed online at any time of day or night. Skill Builders Online is designed for those employees in remote areas, or those whose busy schedules make in-person classes a challenge. We are currently offering the following online training options:

- Computer skills (Microsoft Office Suite)
- Communication skills (i.e., Business English, Customer Service)
- Workplace skills (i.e., Time Management, Business Etiquette)
- Introduction to Medical Terminology
- Introduction to Anatomy & Physiology (preparation for college-based classes)

“ The healthcare industry is constantly changing and evolving. We remain dedicated to preparing our workforce to face these changes. The Education Fund partners with us in our mission by providing healthcare workers with counseling, education, and training opportunities to advance their careers. At Dignity Health, we are extremely proud to collaborate with the Education Fund to achieve our ultimate goal ---- an excellent standard of patient care.”

Cyndi Kirch, VP Human Resources
Mercy General Hospital / Dignity Health

2012 Program Highlights



Providing Value to All Members

Through the development of programs such as Skill Builders and the Environmental Training Program, the Education Fund has expanded our focus to include those entry-level workers who are not currently moving towards college. Our new Skill Builders courses, short-term classes designed to help workers improve their skills on the job, had **more than 2000 enrollments**. The success of these workers in acquiring new and more relevant skills is critical to increasing the cultural competency of the healthcare workforce and meeting an increasingly high standard of patient satisfaction.



Strengthening Stakeholder Partnerships

The Education Fund is creating new and exciting opportunities in long-term care settings through strong buy-in from employees and employers. In 2012, **535 Long Term Care employees** enrolled in one or more courses through the Education Fund, an 85% increase over 2011.

In addition, 67 Education Fund Champions were recruited and trained to partner with Fund staff and liaise with key facility leaders in order to increase Fund outreach efforts.



Tracking Healthcare Workforce Trends

In 2012, we saw an increased demand for new skills upgrade training courses across all regions, as a result of more focused engagement with employers and labor and the increasing reality of ACA implementation. These new demands reflect **anticipated changes in the models of care, increased focus on care coordination, and new reimbursement incentives**. Examples include certification and licensure upgrades for Respiratory Therapists and Laboratory workers, Care Experience training, and computer skills training. We anticipate an increasing emphasis on this work as the ACA rolls out in the coming years.

"I want to thank you for the great service you have both provided in assisting Sunrise Hospital with yet an even more successful year of Ed Fund programs. I anticipate greater success in 2013."

David Calliham, Human Resources
Sunrise Hospital & Medical Center (HCA)

6860 Education Fund enrollments in 2012



"I am grateful for this benefit that helps hard-working people like me to go back to school and move up in our careers."

Jevry Norimarna
*Kaiser Permanente
Northern California*



Jevry with his Education Fund counselor, Daisy Kinyauo.

"Because of her care, I felt I had the obligation to prove that I could do well in the program."

From the time I migrated to the USA from Indonesia, I planned to go back to school. I enrolled in a Certified Nursing Assistant Program, which opened my eyes to bigger horizons in the healthcare profession. I went on to get certified as an EKG technician and was hired at Kaiser Permanente, South San Francisco. When I learned about the Respiratory Therapy Program at Skyline College, I was eager to further my education but worried about finding the time to go to school. Luckily, my manager introduced me to the Stipend Program. If not for her, I would not have been able to complete my training. The program was not easy. For the entire two years, I took no vacations and did no socializing. I had to wake up at 3:00am every day to keep up with my classes. I was blessed to have Daisy Kinyauo as my Education Fund counselor. She was always on my side when I had questions. Everything paid off, and I graduated with high honors and was awarded "Outstanding Student." In October 2010, I found a new benefited job as a Respiratory Care Practitioner at my home facility, **getting paid 48% more than I did before.** I am now registered as a student at Oregon Institute of Technology to get my Bachelor's degree in Respiratory Care so I can continue my professional growth.

"I am truly appreciative of the professional and emotional support I have received from the Stipend Program. It has had a positive impact on my ability to pursue my education in Sonography."

Tonya Bender
Saint Louise Regional Hospital, Daughters of Charity Health System

1,606 students have received training stipends since 2007

“The Education Fund made it possible for me to go back to school, and my employer is encouraging me in that goal.”

Elizabeth Orozco
Tenet Healthcare



The first time I went to school, my husband and I were struggling financially while raising our first child. I was working two jobs just to make ends meet. In addition to the normal stress of tests, I couldn't even afford to pay for books. I had to put college on hold. Instead, I attended a medical assistant program and got a job as a Radiology Assistant at Doctors Medical Center. I was saving up money to go back to school when I learned about the STEP Program. Knowing that STEP would cover my tuition, fees and textbooks, I enrolled in Chemistry, Intermediate Algebra and College English. My Education Fund counselor also told me about additional resources, like online tutoring, which helped me improve my study habits and grades. This time around, with the financial burden lifted, school was not as much of a stress on my family. Instead, I got straight A's in all my classes! My supervisors know that I am going to school and they are encouraging my ambitions to grow in the organization. Thanks to their support, and the support of the Education Fund, I will be applying to go to nursing school in the Fall.



“Our goal is to ensure we have an appropriate service available for every healthcare worker - and we're getting very close to that point!”

Elizabeth Toups
Education Fund Executive Director

74% average completion rate
for STEP students



"I never imagined that I could teach people about our green practices."

Rafael Monarrez
*Kaiser Permanente
Southern California*



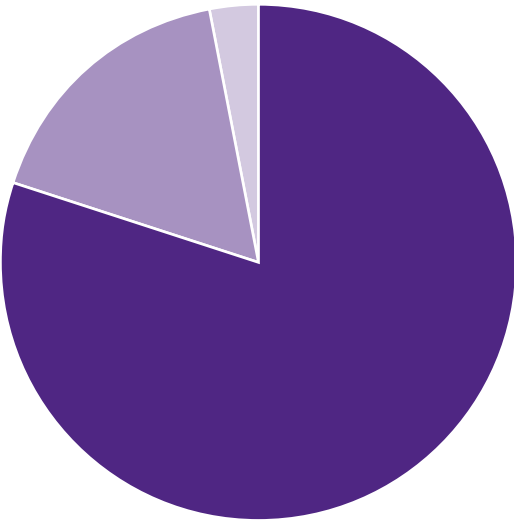
I've come full circle in my life. I was born in the Kaiser facility where I now work. I began working at Kaiser Permanente as a housekeeping attendant in 2009 the same year my father went through open-heart surgery. I met an Education Fund counselor who encouraged me to start taking classes. I hadn't been in school for 7 years so I was nervous, but I wanted to take a chance. My counselor suggested I take one class at first to build my study skills and confidence. I chose a Medical Terminology course because during my father's surgery I couldn't understand everything the doctors were saying. I did well in that class, so when I heard about the green certification course I signed up. We learned about sustainable practices and did research. As part of this program, we **reduced waste and saved Kaiser an estimated \$18,000**. My life has really changed by participating in Education Fund programs. After completing my certification, I became a trainer. I never thought I had it in me to teach a group of EVS workers about green practices. Now people are asking my advice and really taking to heart what I teach them. It's very gratifying. My next step is to get certified as bilingual. After that I am thinking about going back to school and pursuing a career as a Radiologic Technologist.

Greening Hospital Environmental Services

The pilot project included training on topics such as communicating the green message, energy conservation, and reducing hospital acquired infections, as well as the establishment of SMART Goals related to recycling plastic bottles containing concentrated chemicals, replacing single-use batteries with rechargeables in towel dispensers, and replacing single-use sharps containers with reusable ones.

303 workers trained in green techniques

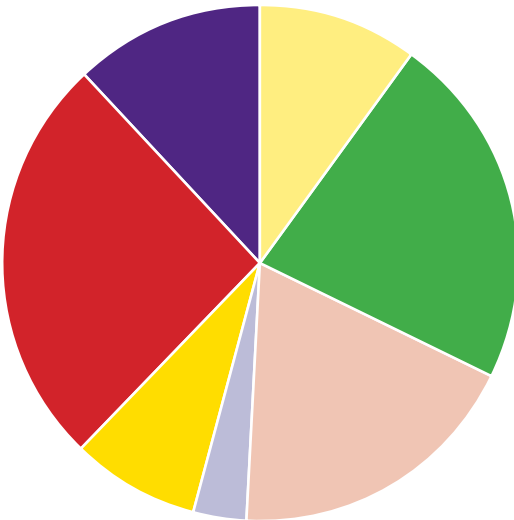
The Education Fund 2012 Finance Report



Employer Contributions & Investment Income for the Year of 2012

Total : \$10.94 M

co-mingled contributions	\$8.76 m
employer specific contributions	\$1.85 m
investment income	\$0.33 m



Functional Expenses for the Year of 2012

Total : \$10.94 M

stipend program	\$2.02 m
prereq classes	\$2.45 m
short term classes	\$0.89 m
career counseling/ job to job	\$1.10 m
long term care	\$0.36 m
upgrade*	\$2.82 m
admin & general	\$1.30 m

*includes employer-specific programs

Mission Statement

Our mission is to provide education and training that maximizes healthcare workers’ talents, proactively meets current and future workforce needs, and assures quality patient care.

Vision Statement

Created and sustained through union and employer collaboration, the SEIU United Healthcare Workers-West and Joint Employer Education Fund is a premier educational organization that is valued by all stakeholders. The Education Fund provides education and training programs to help eligible workers improve their lives and careers, while enhancing participating employers’ ability to attract, develop and retain a talented workforce.

In pursuit of its mission to develop the finest healthcare employees, the Education Fund offers quality programs that are informed by healthcare trends, address employers’ needs, match workers’ professional aspirations, and promote excellent patient care.

The Shirley Ware Education Center (SWEC)

SWEC was founded by SEIU-UHW in 1998 to provide training for healthcare employees and fill skills gaps in the healthcare workforce. In December 2004, when the Education Fund was incorporated, SWEC was joined with the Education Fund as a partnering nonprofit organization that pursues grants to provide additional programs and training opportunities.

Energy Training Partnership Grant

Launched with a grant from the US Department of Labor, Environmental Services (EVS) workers and their supervisors at Kaiser Permanente’s Los Angeles Medical Center participated in training on environmental issues related to their facility and their work. 235 EVS employees completed the training, leading to a **documented reduction in both regulated medical waste (by 28.5 tons) and the facility’s “carbon footprint”** (equivalent to the combustion of over 9,500 gallons of gasoline) – and estimated savings of at least \$18,000.

Building on our success, this work has continued with support from the Education Fund. The program has expanded to include the Food and Nutrition Services and Materials Management departments. So far, 68 employees in Food Service have begun this training.

Healthcare Innovations Challenge Grant

SWEC joined a collaborative project led by the California Long Term Care Education Center, which was awarded \$12 million by the Center for Medicare & Medicaid Innovation to improve patient-centered long- term care by **integrating homecare workers into the care team**. By training homecare workers, this grant projects savings of \$25 million through improved health outcomes for about 6,000 IHSS recipients. The grant budget includes \$445,000 for SWEC over three years.

Measurable goals for this project include better compliance with treatment plans, early detection of problems thereby reducing Emergency Department visits and lowering inpatient admission and readmission rates. The training also aims to increase retention and build a career path to other health professions, thereby stabilizing and growing this shortage-plagued workforce. SWEC’s role is to provide career planning and counseling for workers in LA, Contra Costa and San Mateo counties as well as coordination for Contra Costa county activities.

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“I always considered myself a ‘green’ person, but through this training, hearing from different peers how engaged and passionate they are, it just makes you want to take on the world!”

Lucia Espinet-Arroyo
Learning Consultant, KP Southern California

6 Participating
Unions

71,204 Eligible
Employees

PARTICIPATING EMPLOYERS

Alameda Health System
Alameda Hospital
Antelope Valley Hospital | Brotman Medical Center
Chinese Hospital | Coastal Communities Hospital
Daughters of Charity Health System | Dignity Health – CA
Dignity Health – NV | El Camino Hospital
Garden Grove Medical Center | HCA – CA
HCA Sunrise Hospital & Medical Center – NV
Hollywood Presbyterian Medical Center
Kaiser Permanente Northern California
Kaiser Permanente Southern California
Kaiser Permanente Colorado
Kaiser Permanente Northwest
Providence Tarzana Medical Center (121RN)
Santa Rosa Community Health Center | Tenet Healthcare
Tri-City Medical Center | Watsonville Community Hospital
Western Medical Center – Anaheim

See www.seiu-uhweduc.org for a full list of participating facilities

LONG TERM CARE EMPLOYERS

EmpRes Health Management
Meridian Foresight Management Services
Kindred Care
Mission Bay Convalescent Hospital
Genesis Healthcare

PARTICIPATING UNIONS

SEIU United Healthcare Workers – West
SEIU Local 49 Oregon/Washington | SEIU Local 105 Colorado
SEIU Local 1021 | SEIU Local 121RN Southern California
SEIU Local 1107 Nevada

OFFICES

EDUCATION FUND HEADQUARTERS
360 22nd Street, Suite 200
Oakland, CA 94612
TOLL FREE: 1.888.872.4606

SACRAMENTO REGION
2000 O Street, Suite 240
Sacramento, CA 95811
TOLL FREE: 1.888.872.4606

SOUTH BAY REGION
1150 South Bascom Ave., Suite 9
San Jose, CA 95128
TEL: 408.287.3425

SOUTHERN CALIFORNIA REGION
1730 W. Olympic Blvd., Suite 200
Los Angeles, CA 90015
TEL: 213.401.3000

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Fresno, CA 93710
TEL: 1.866.798.0091

LAS VEGAS, NV REGION
3785 East Sunset Rd. Las Vegas, NV 89120
TEL: 702.547.6400

NORTHWEST REGION
3536 SE 26th Ave. Portland, OR 97202
TEL: 503.238.5945

DENVER, CO REGION
2525 West Alameda Ave. Denver, CO 80219
TEL: 303.722.0796

CALL TOLL FREE 1.888.872.4606
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