

Grow, Retain, Sustain: Trends Impacting NH's Health Care Workforce

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Deputy Commissioner, New Hampshire Employment Security



HEALTH CARE WORKFORCE

- Pandemic Impacts
- Changing Demand
- Changing Competition
- New Opportunities





Why should NH hospitals be Optimistic about Workforce?

Recovered most but not all workers lost during the pandemic


Hospital workers filing for unemployment during the pandemic returned to health care employment 80% of the time

Increasing demand for the services you provide because of the demographics of the state and region

Increasing demand for services = marketing opportunity to showcase job security to prospective workers

Critical to the regional economies of the state - Your existence drives decisions where people live

Housing supply is a major problem but workforce is growing

A bronze sculpture depicting a young girl and a man, likely a nurse, in a moment of care. The girl, on the left, wears a blue hat with a large pink and white rose on top and a vibrant red fuzzy scarf. She has a white bandage on her right arm and is looking down at the man's hands. The man, on the right, wears a tan straw hat with a blue band and a light blue shirt. He is holding a small, brown teddy bear in his arms. The background shows a green lawn and trees. A plaque is mounted on the left side of the sculpture.

**"I WANT TO BE A NURSE
WHEN I GROW UP."**

Given in honor and awe
of the Lahey Nurses
from the
Glenn & Gail Matthews' family

What are the problems for future growth of the hospital workforce

Reluctance to experience another pandemic “I am never doing that again”

Pandemic polarization regarding prevention and vaccination

Hospitals lost market share within the health care sector

More competition outside health care for health care worker skill sets

Fewer opportunities to deliver remote work and scheduling flexibilities

Competing with health care employers in Massachusetts



What are
we going to
cover today

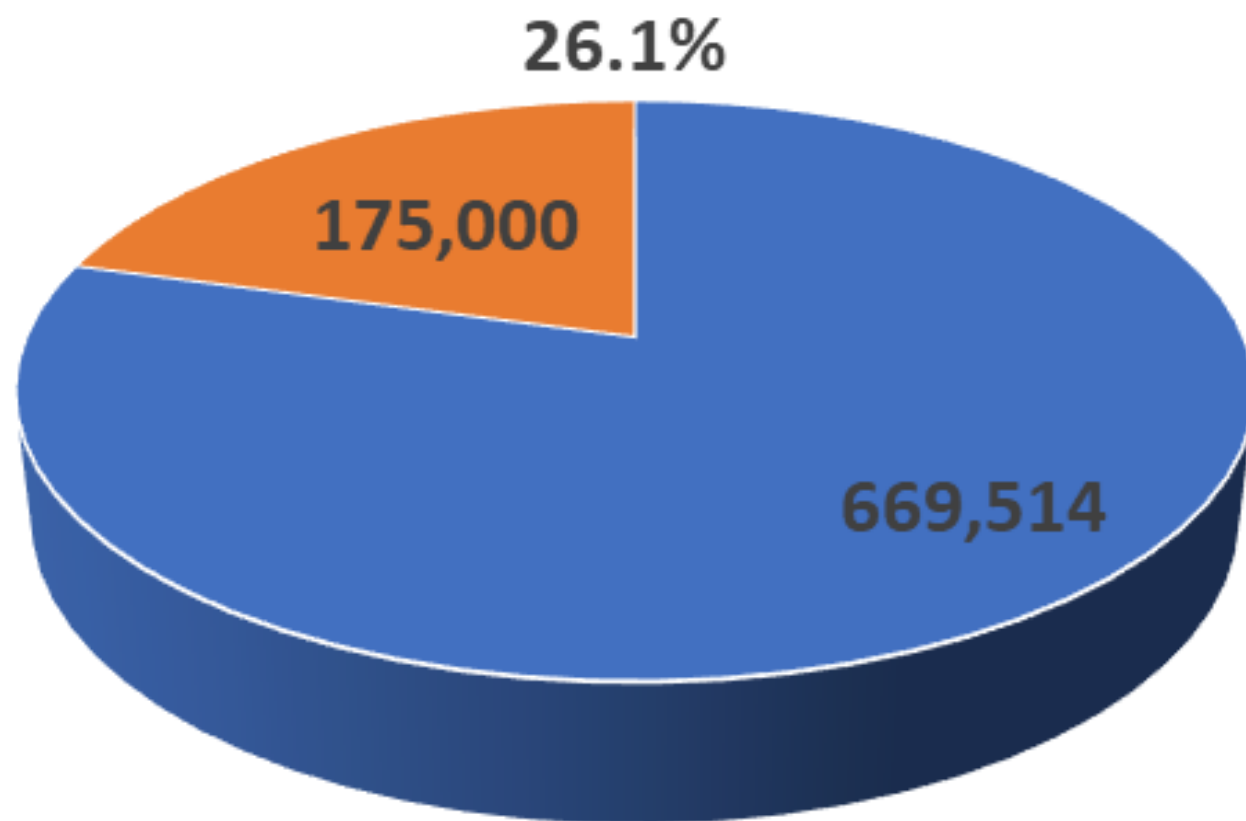
Look at the experience of health care workers that filed for unemployment during pandemic

NH jobs recovery for private sector, health care and other sectors

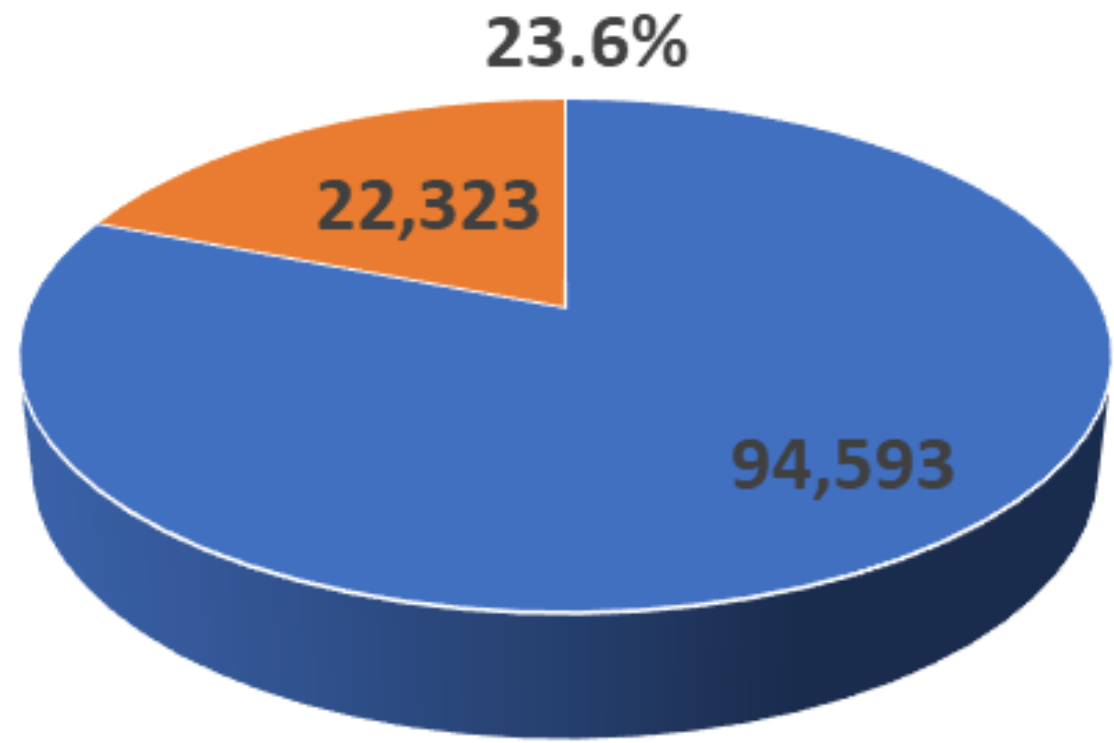
Take a look at historical and current employment demand in health care

Recruitment programs and opportunities

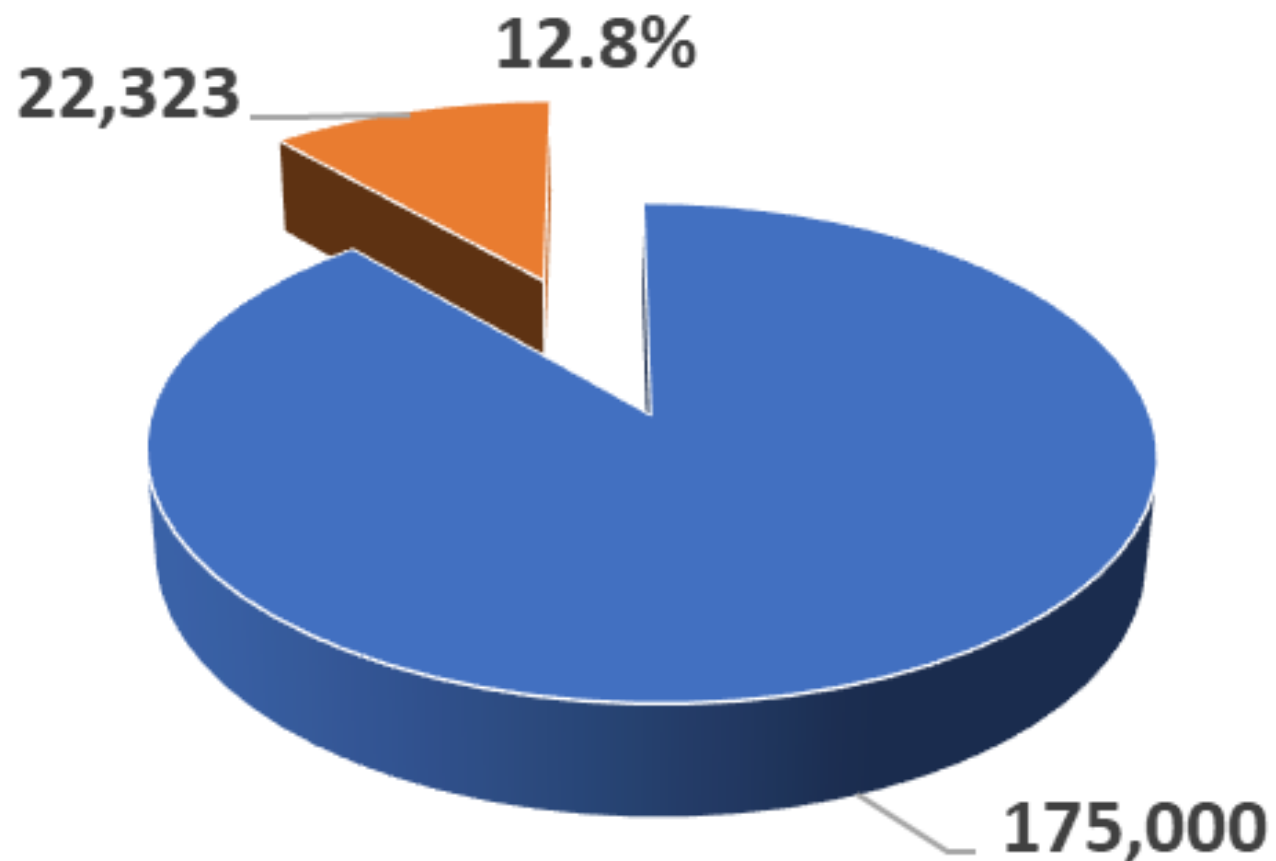
**26% of the NH workforce or 175,000 people
filed for and received pandemic unemployment**



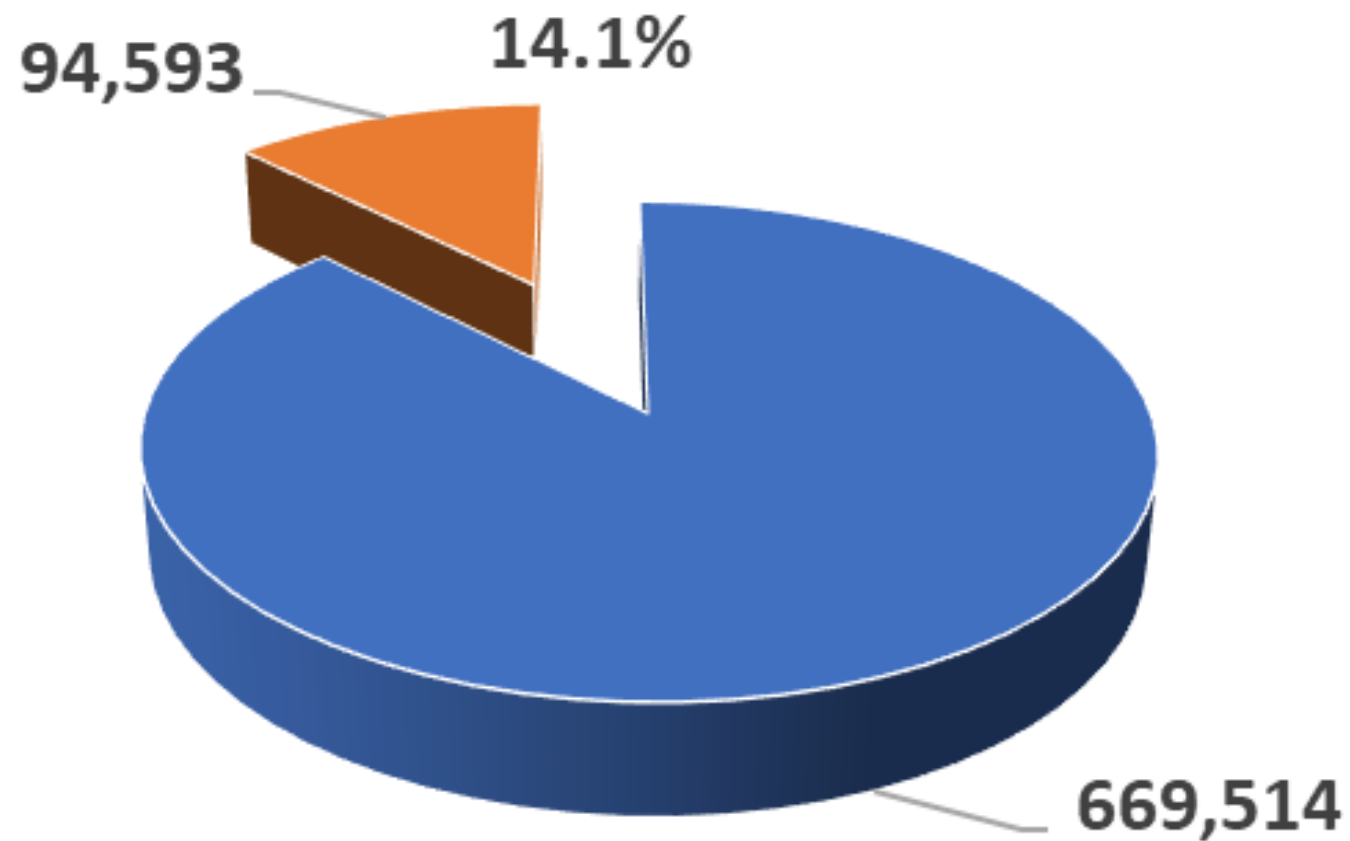
23% of the NH health care workforce or 22,323 people filed for and received pandemic unemployment



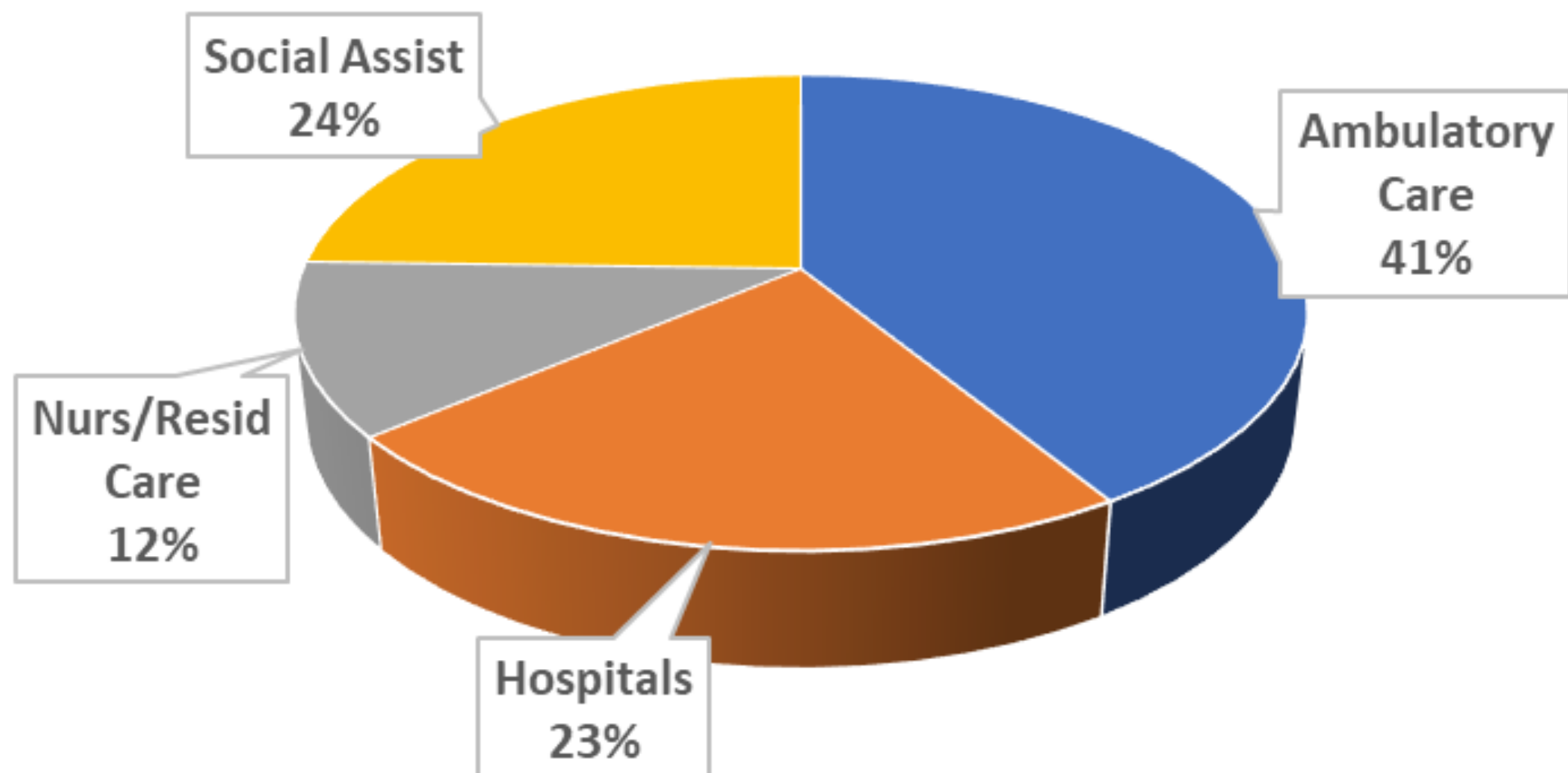
NH's health care workers represented 12.8% of pandemic filers for pandemic unemployment



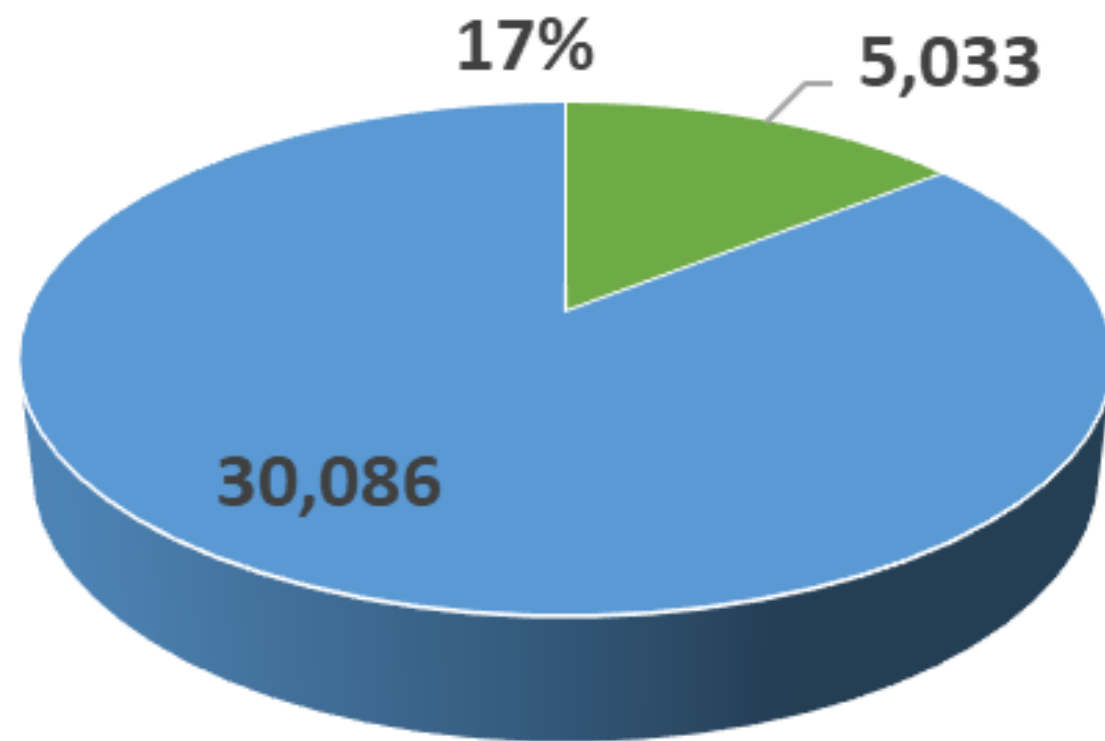
NH's health care workforce was 14.1% of the total state workforce prior to the pandemic



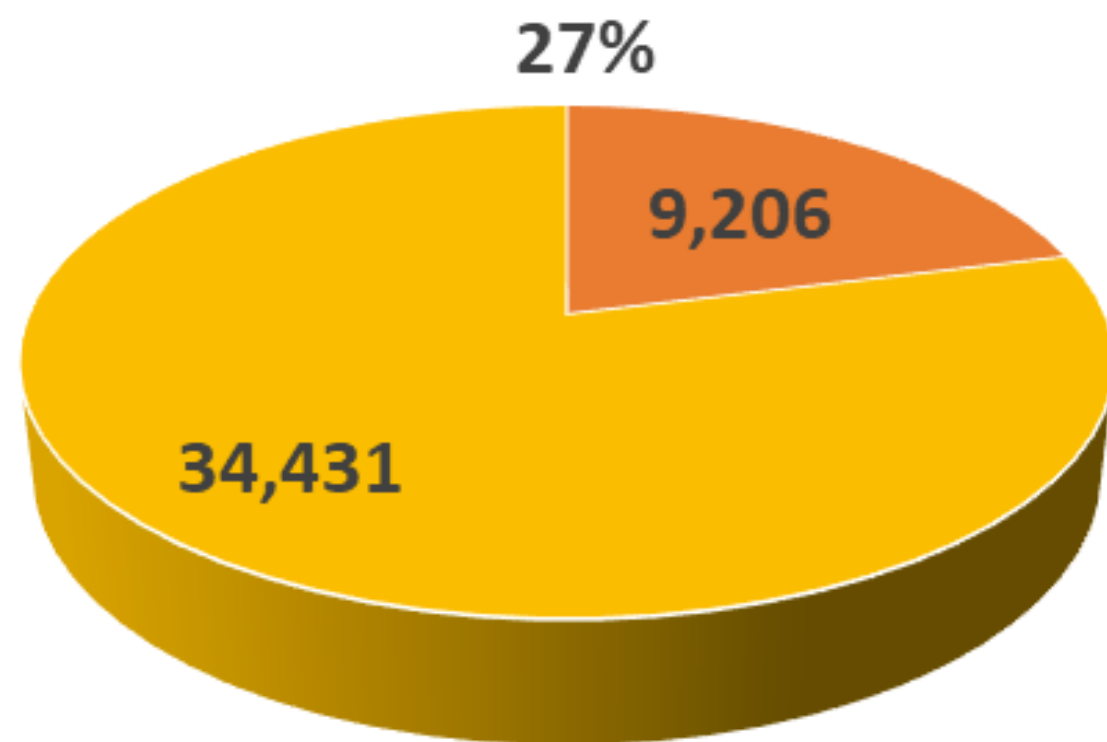
% share of health care pandemic filers from each health care subsector



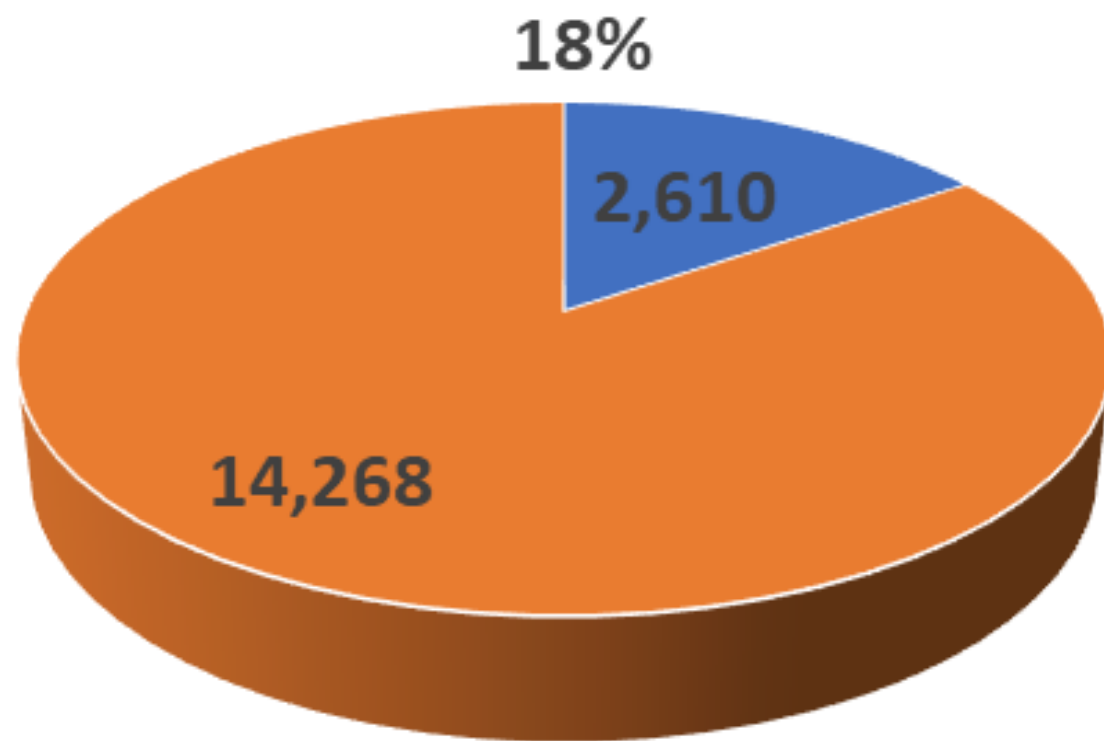
17% of the NH hospital workforce or 5,033 people filed for and received pandemic unemployment



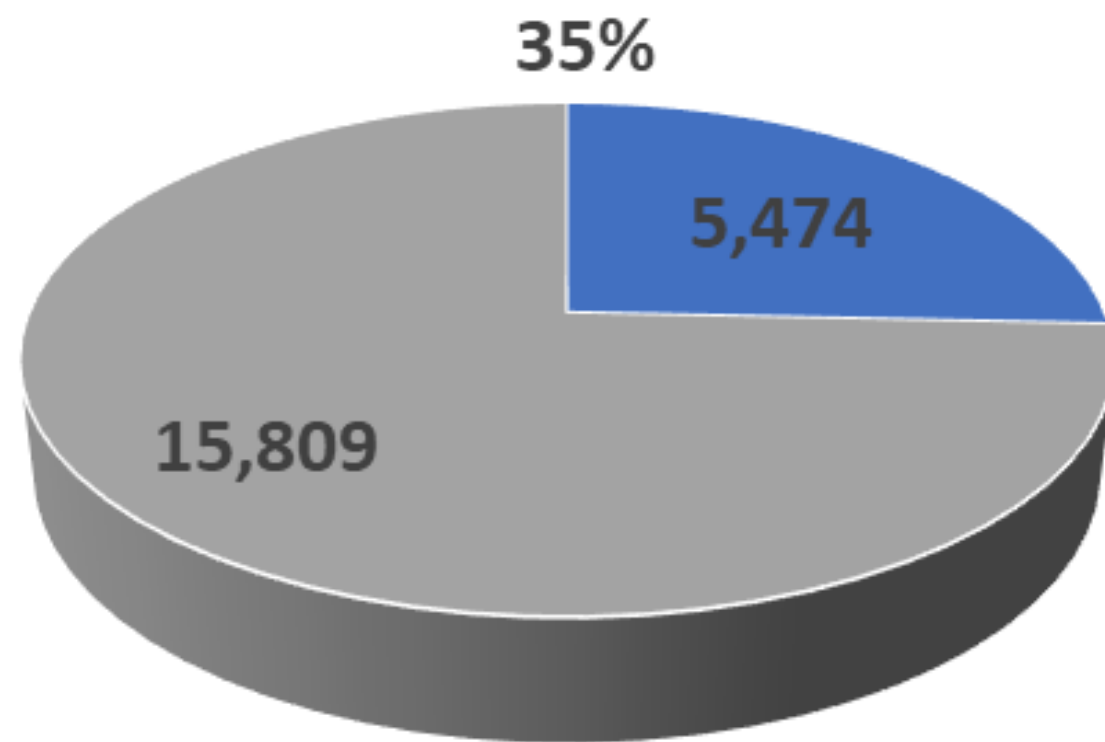
**27% of the NH ambulatory care workforce or
9,206 people filed for and received pandemic
unemployment**



18% of the NH nursing/residential care workforce or 2,610 people filed for and received pandemic unemployment



**35% of the NH social assistance workforce or
5,474 people filed for and received pandemic
unemployment**

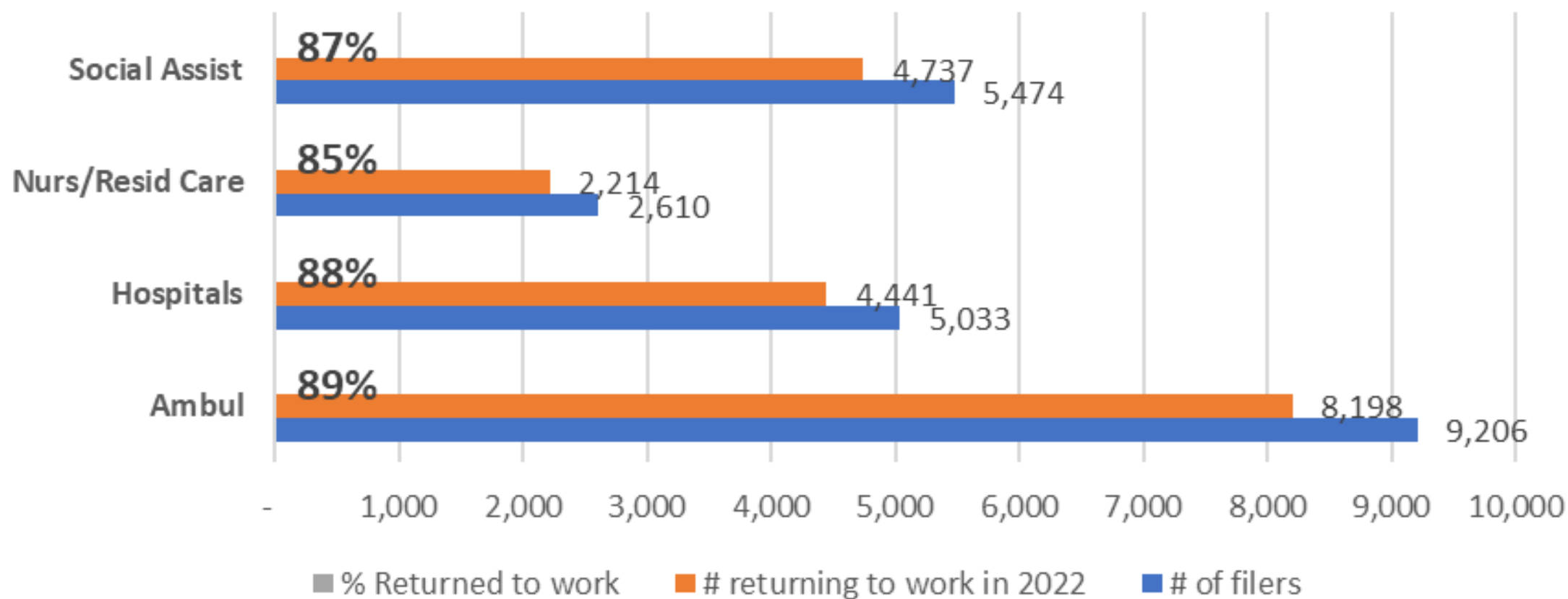


Why were health care workers filing for pandemic unemployment?

- Ambulatory closed temporarily
- Social assistance closed temporarily
- Hospitals never closed
- Health care workers that refused to comply with employer vaccine mandates were NOT eligible for unemployment
- Hospital workers were filing because:
 - They had Covid-19
 - Caregiver for someone with Covid-19
 - School age child remote learning
- These were temporary reasons.
- Now let's look at who returned to work and where they returned.



HEALTH CARE WORKERS THAT FILED FOR UNEMPLOYMENT DURING PANDEMIC AND RETURNED TO WORK IN 2022

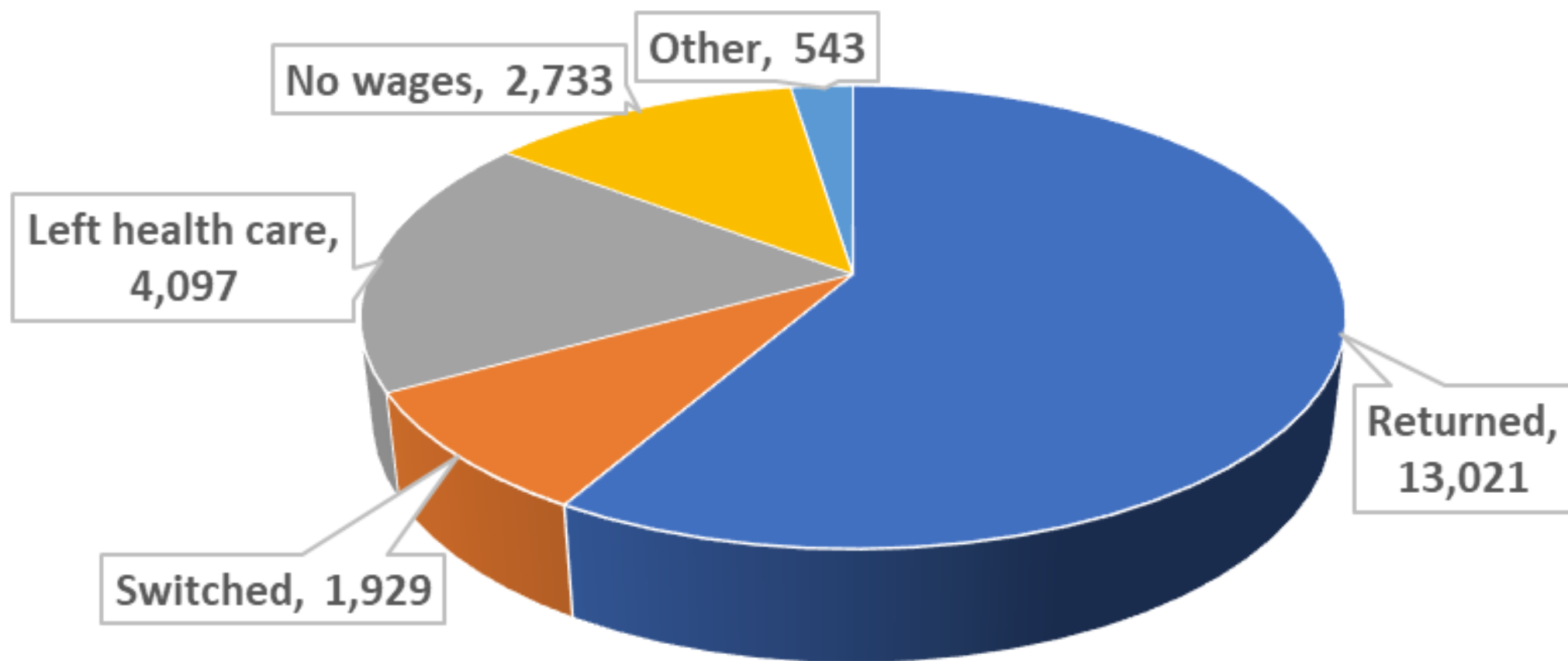


Question?

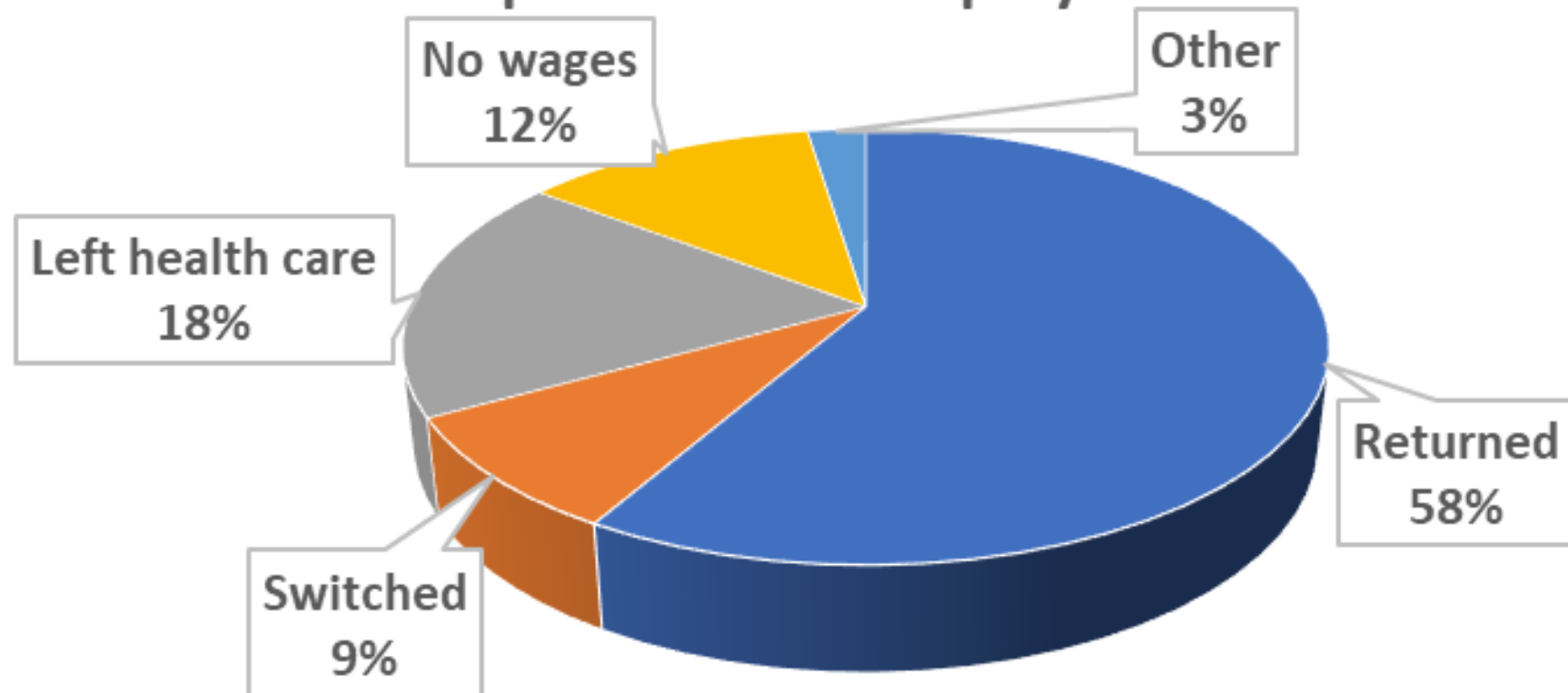
- Where did they return to work?
 - In Health Care?
 - In Hospitals?
 - Outside the Health Care sector?
 - Non-traditional employment?



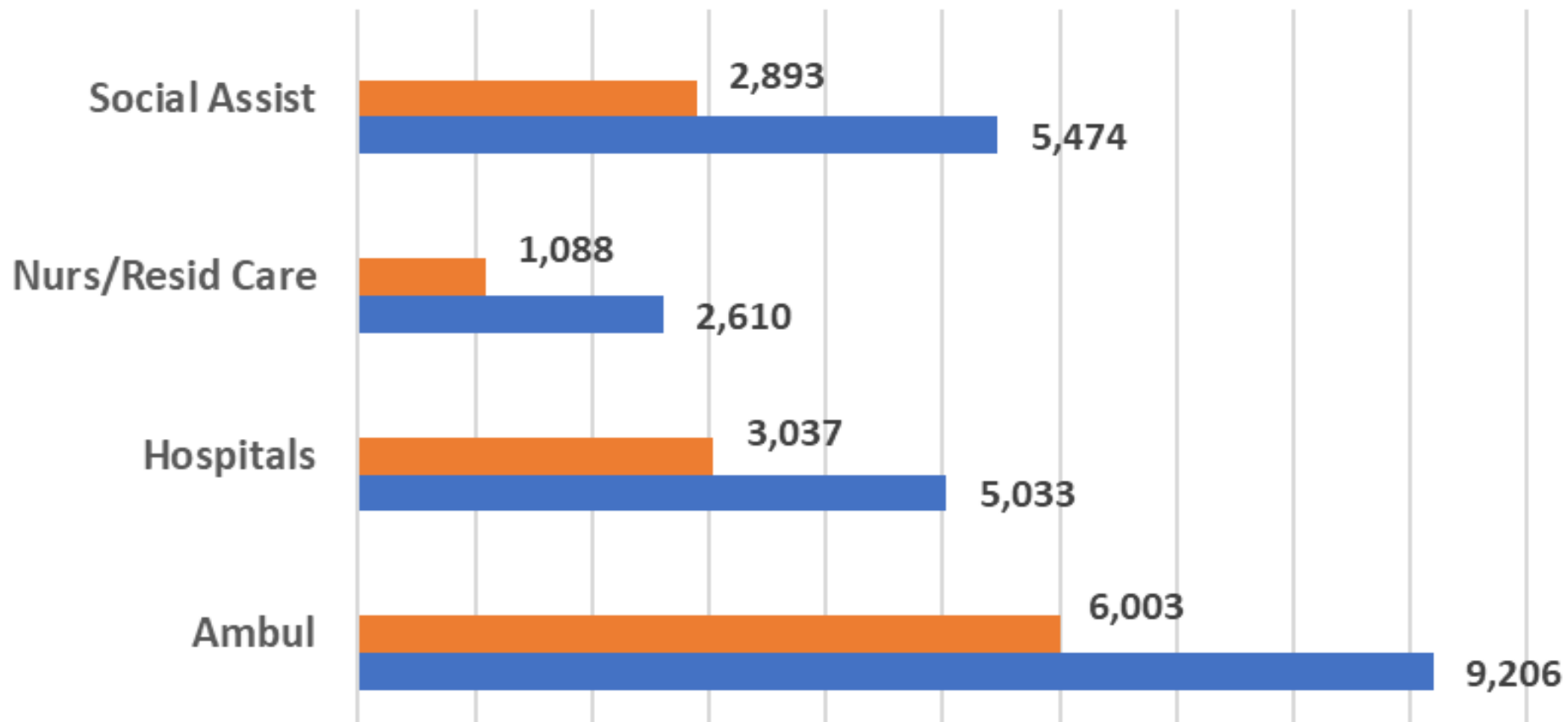
What did the 22,323 health care workers do after filing for pandemic unemployment



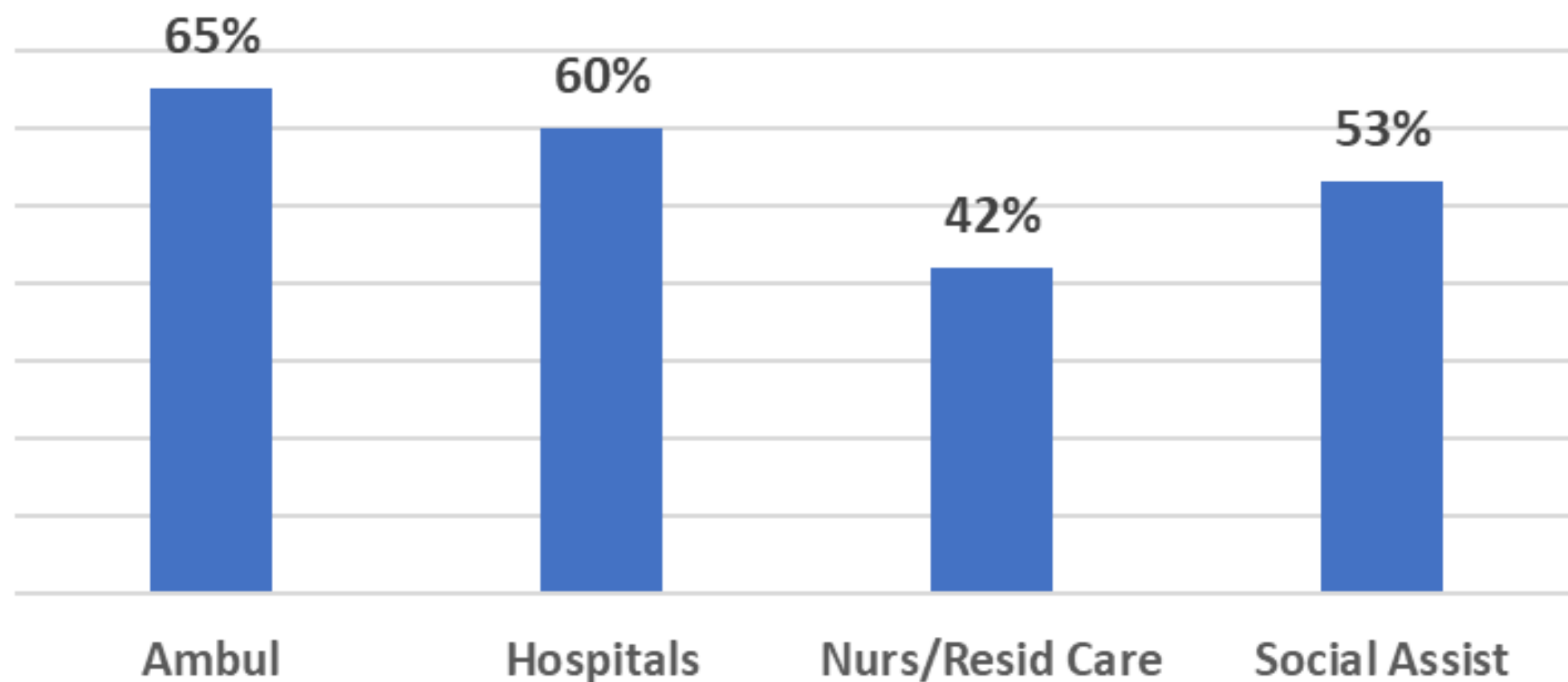
What did the 22,323 health care workers do after filing for pandemic unemployment



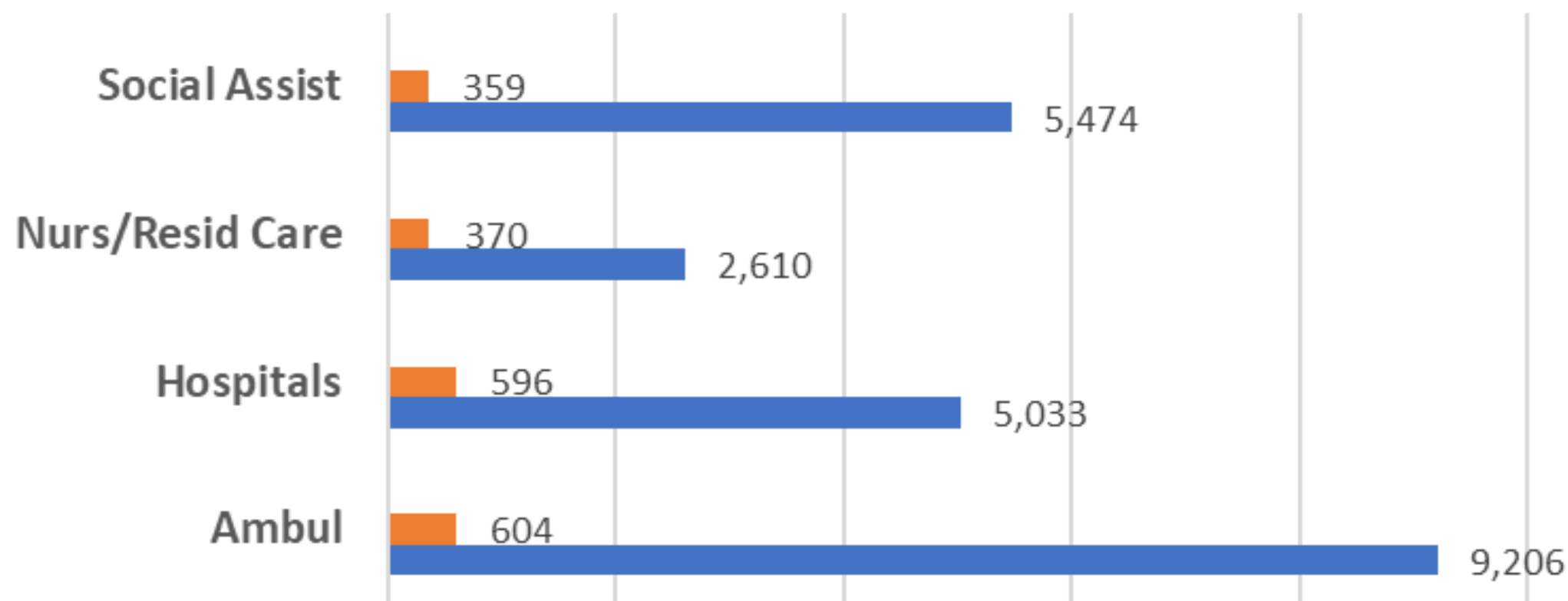
of NH Health Care Workers that filed for unemployment during pandemic and then went back to work in **SAME** health care sector in 2022



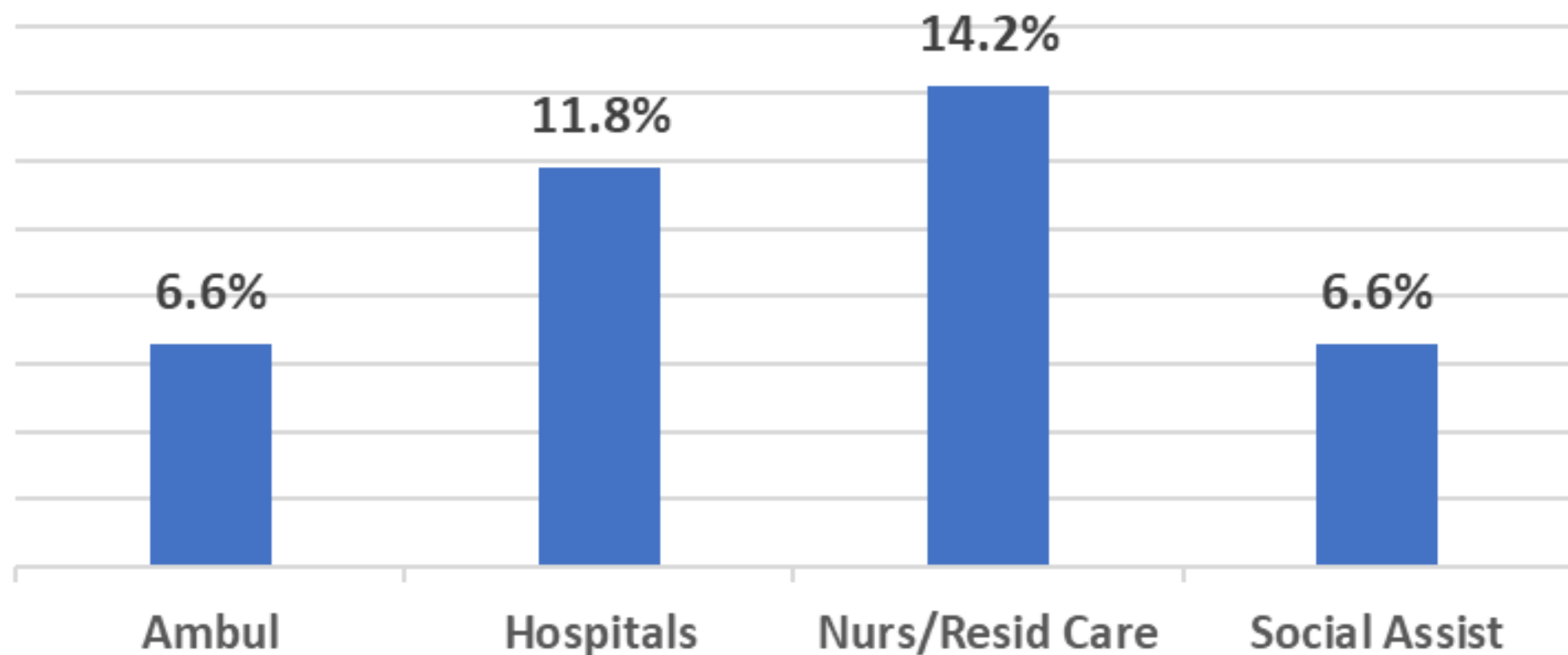
% of NH health care workers that filed for pandemic unemployment and then went back to work in **SAME health care sector in 2022**



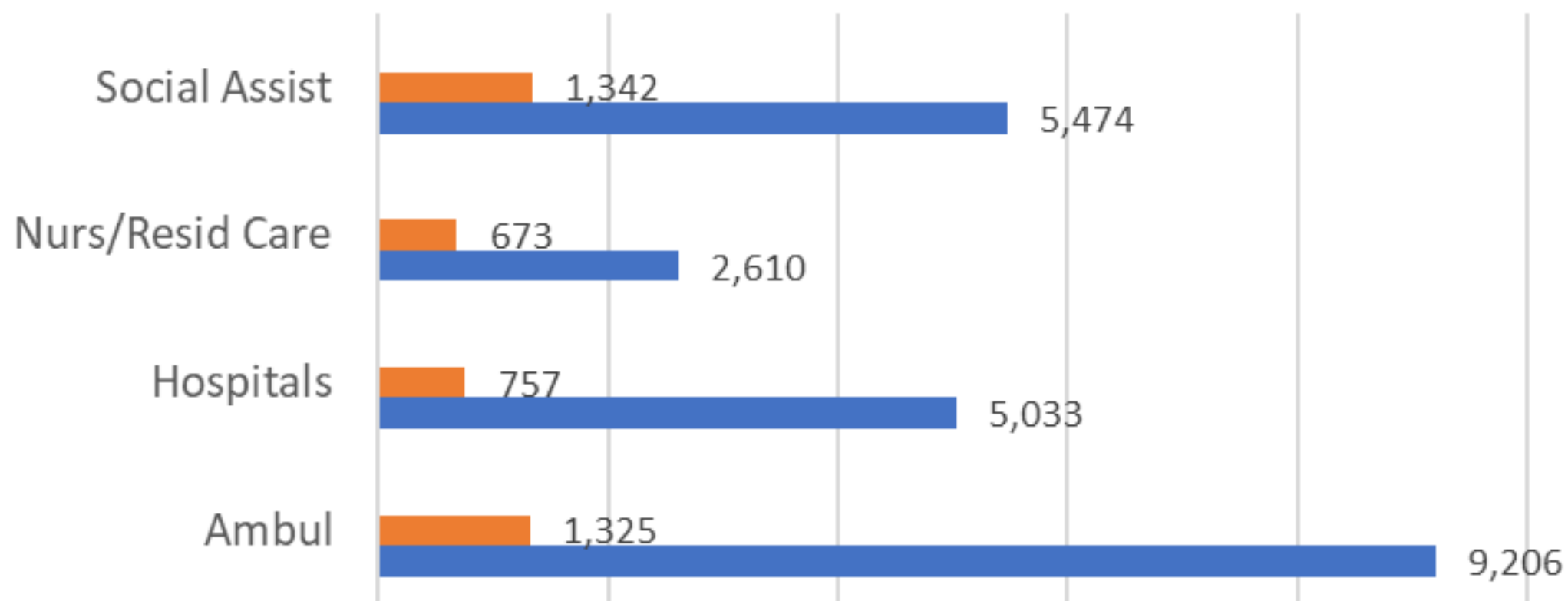
of health care workers filing for pandemic unemployment that returned to employment in **DIFFERENT** health care sector in 2022



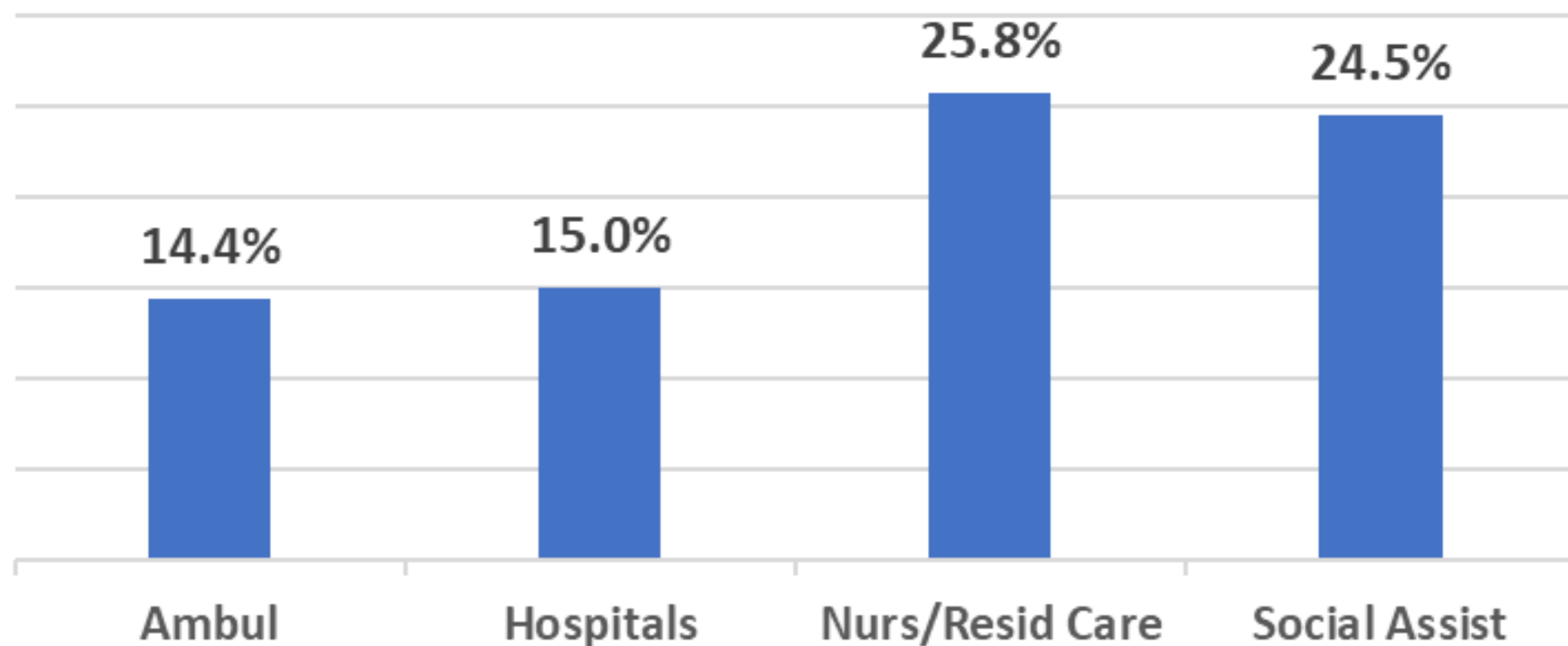
% of health care workers filing for pandemic unemployment that returned to employment in **DIFFERENT health care sector in 2022**



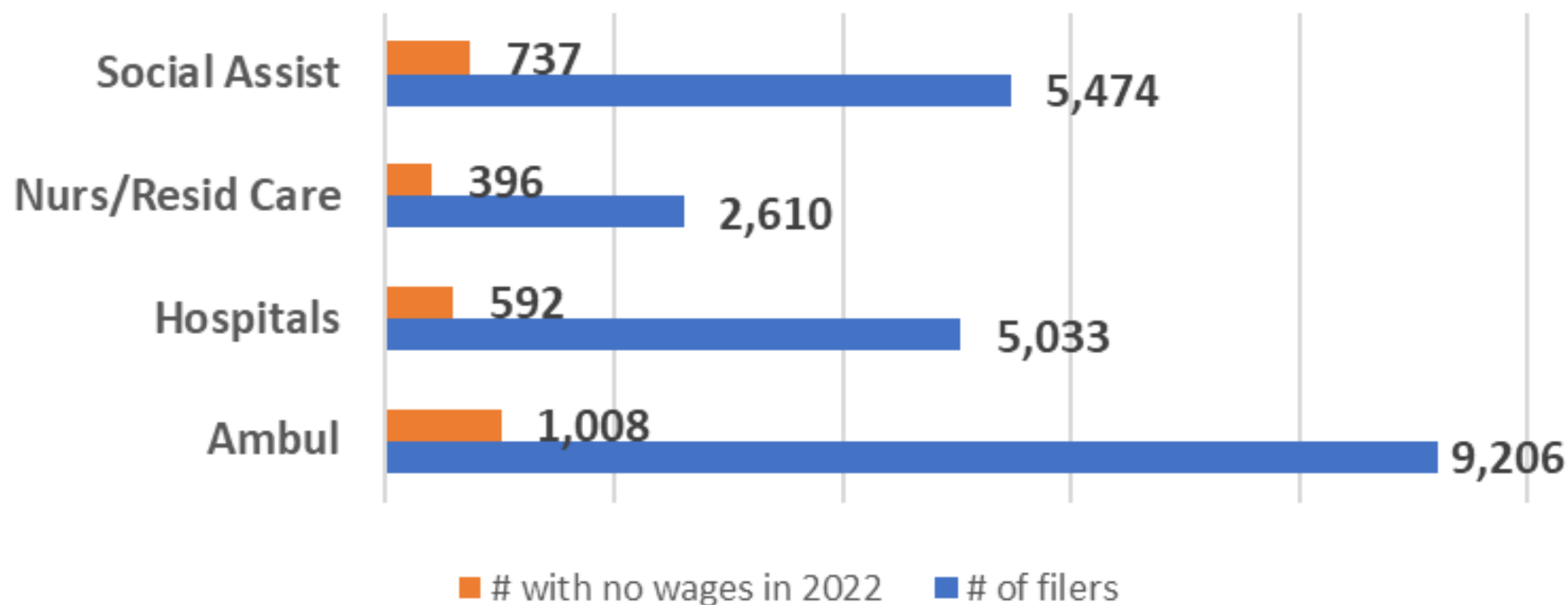
of health care workers filing for pandemic unemployment that returned to work **OUTSIDE** health care sector



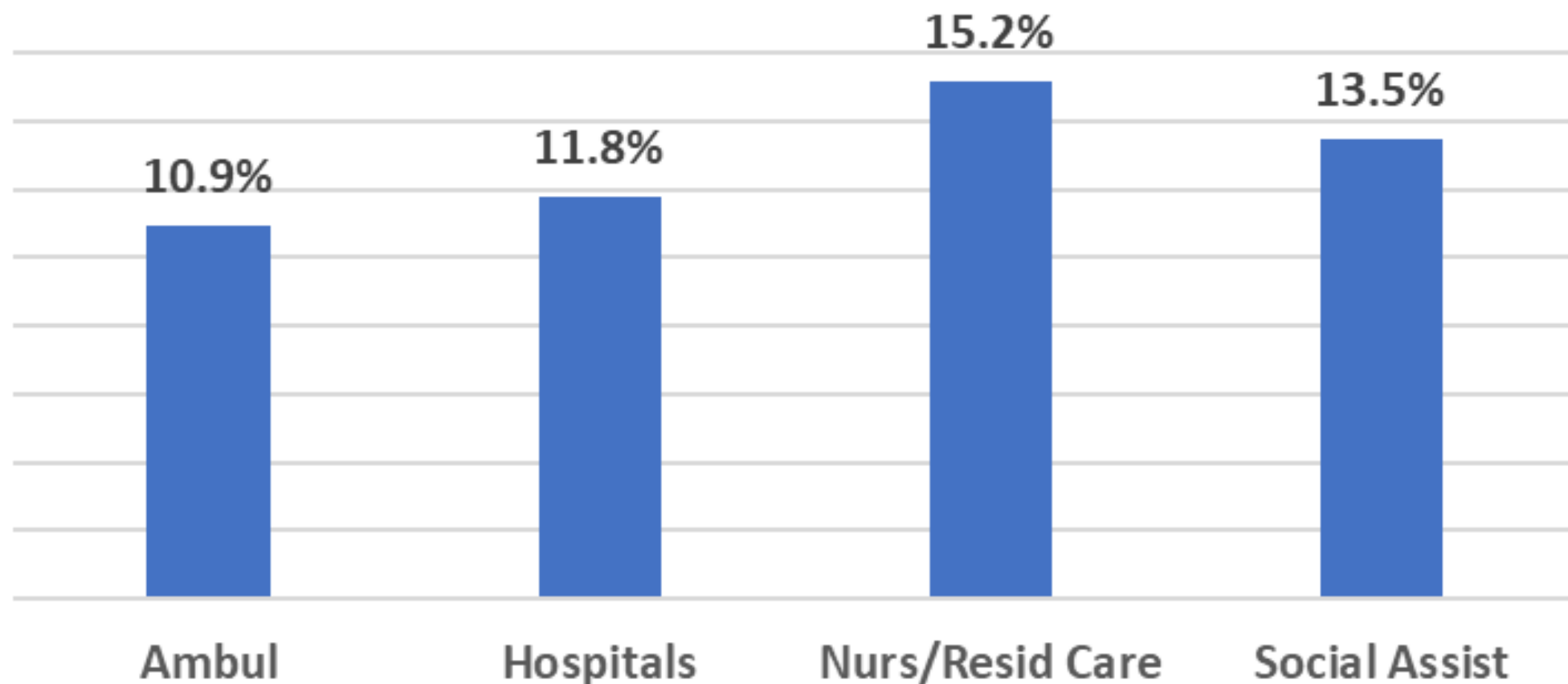
% of health care workers filing for pandemic unemployment that returned to work **OUTSIDE health care sector**



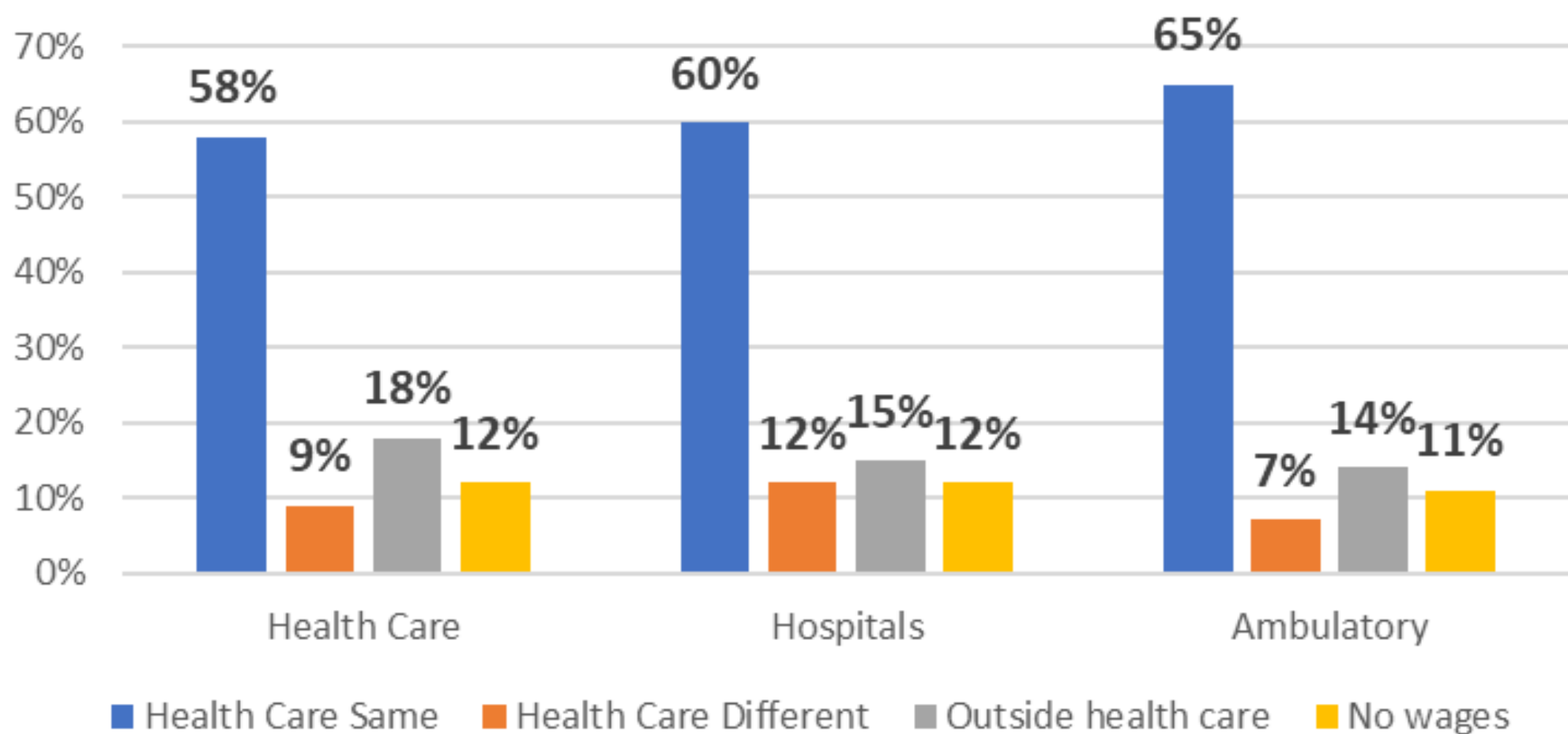
of health care workers filing for pandemic unemployment that either left the workforce or left traditional employment



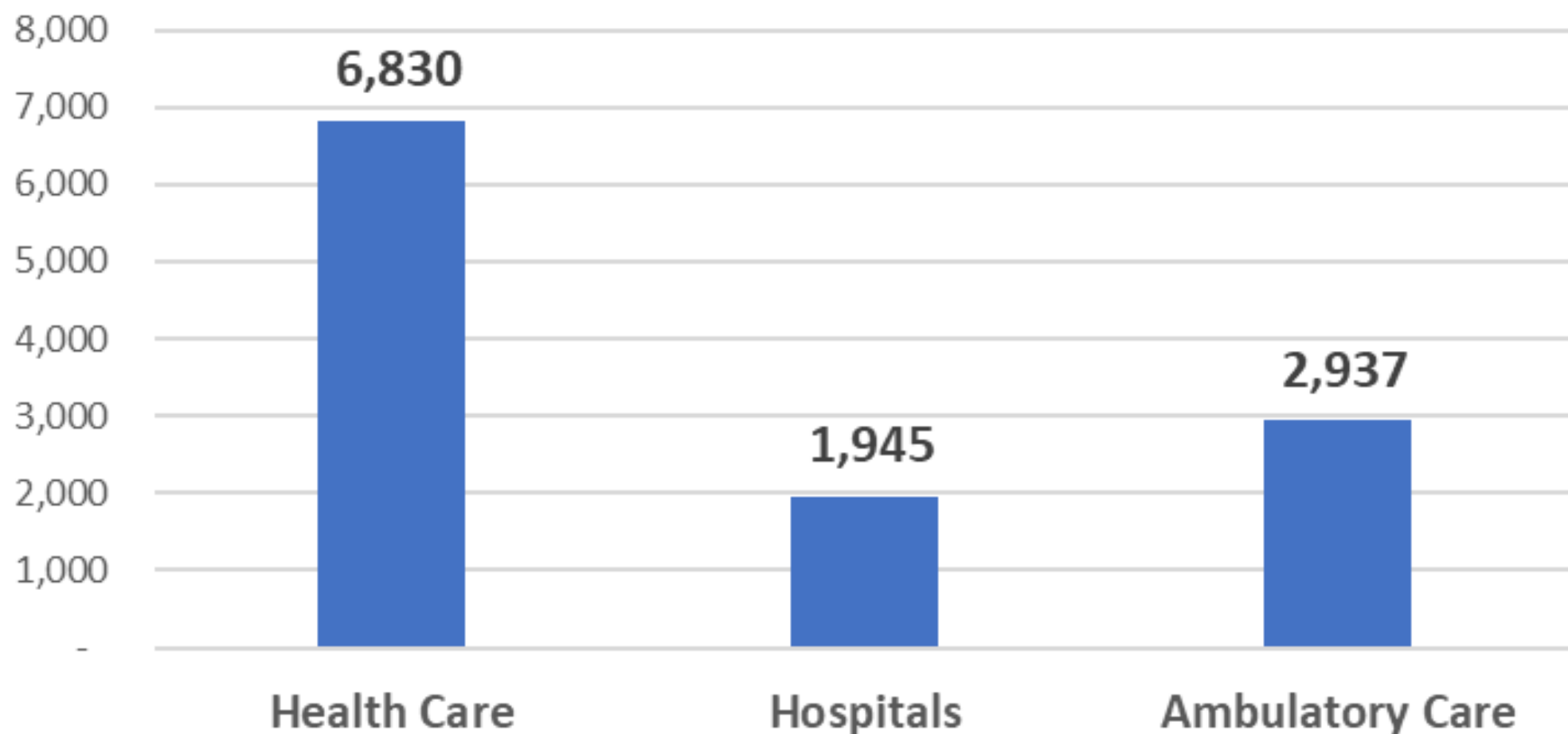
% of health care workers that filed for pandemic unemployment that either left the workforce or left traditional employment



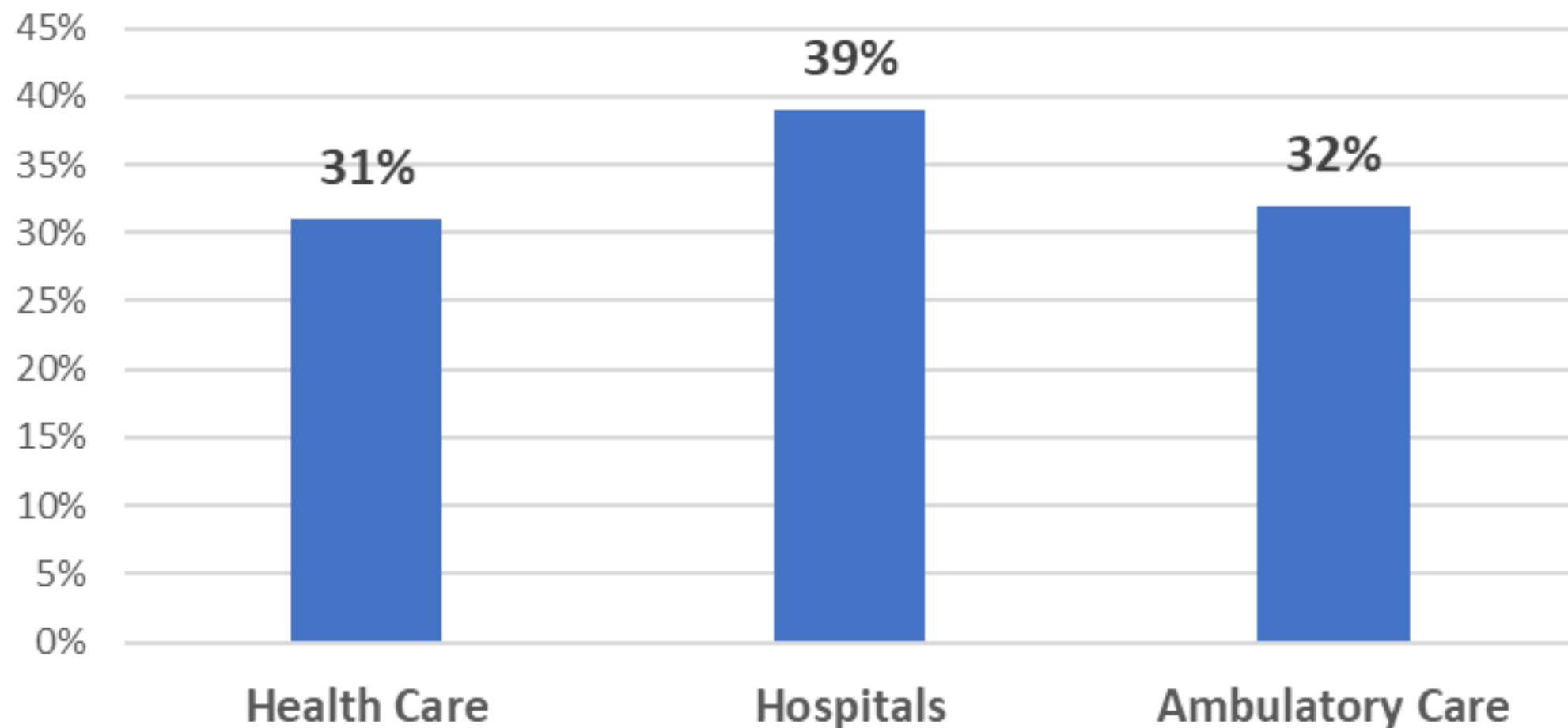
Compare hospitals and ambulatory care against the health care sector



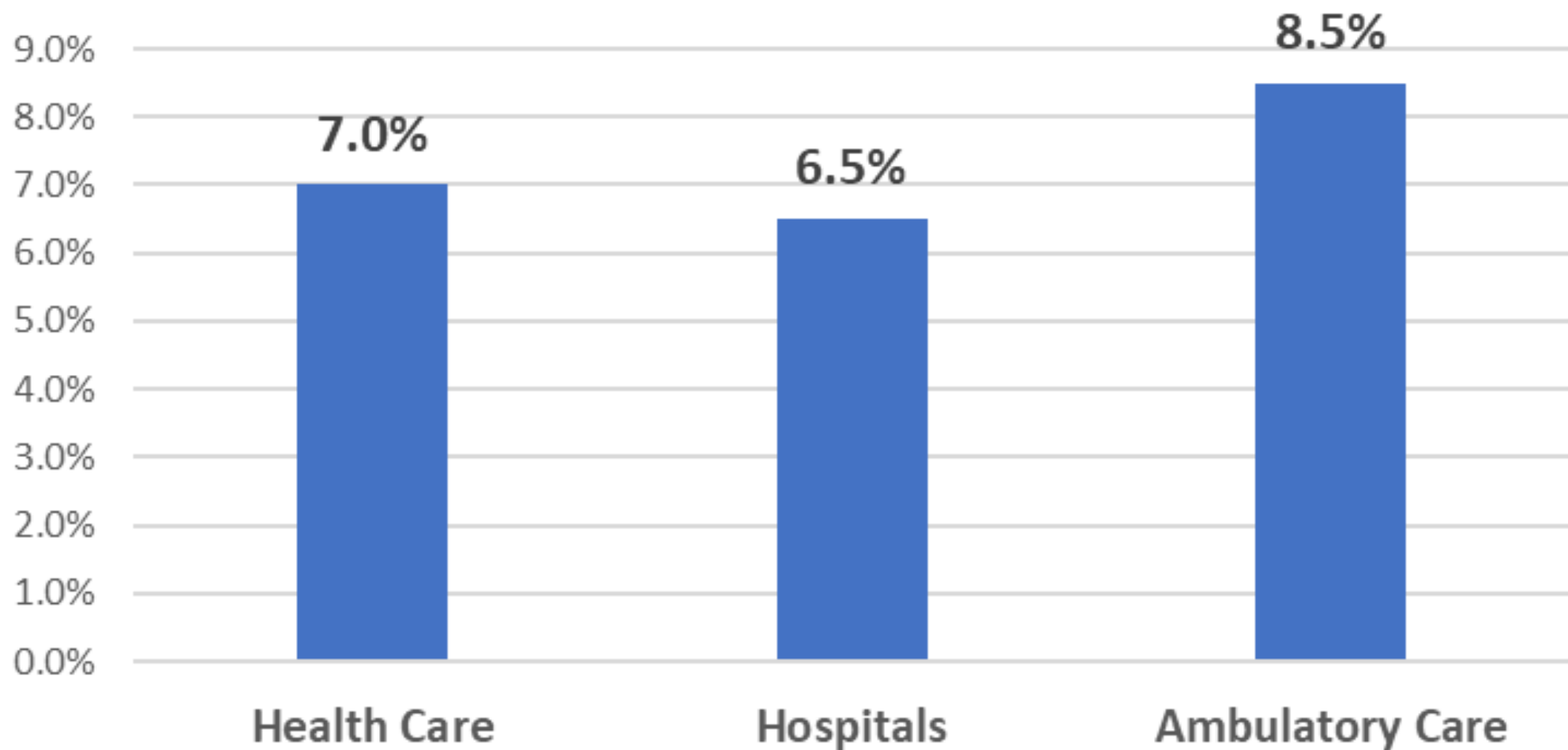
Pandemic unemployment filers that left the sector after filing for unemployment



% of pandemic unemployment filers that left the sector after filing for unemployment



% of sector workforce that left sector after filing for pandemic unemployment



Hospital Pandemic Filers

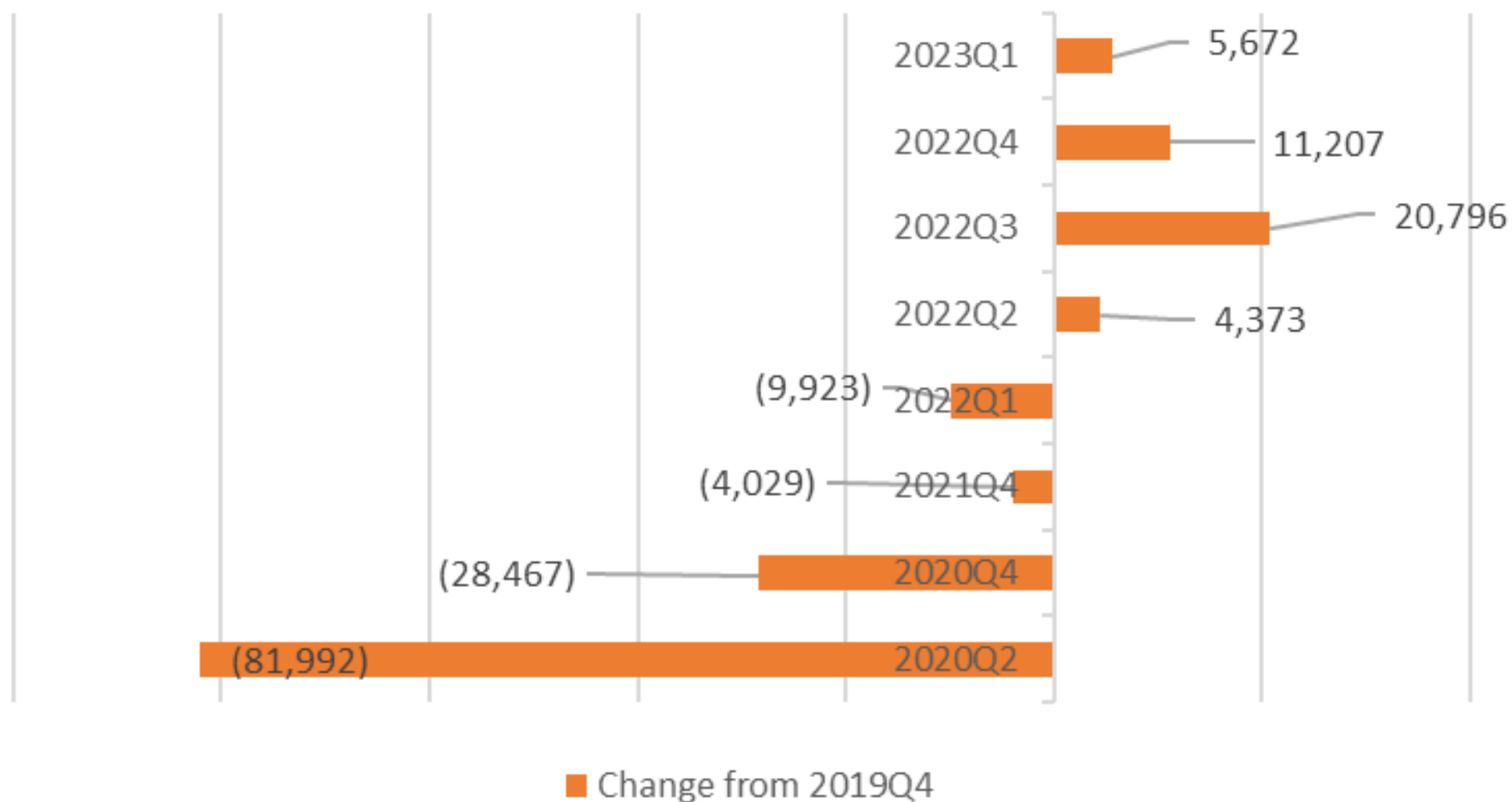
- 17% of your workforce filed for unemployment during pandemic
- 88% of hospital workers that filed for unemployment went back to work in 2022
- However, only 60% of hospital workers filing for unemployment went back to work in hospitals
- 1,945 Hospital workers that filed for pandemic unemployment did not go back to work in a NH hospital
- The 1,945 workers lost during the pandemic represent 6.5% of the hospital pre-pandemic workforce

Workforce Recovery

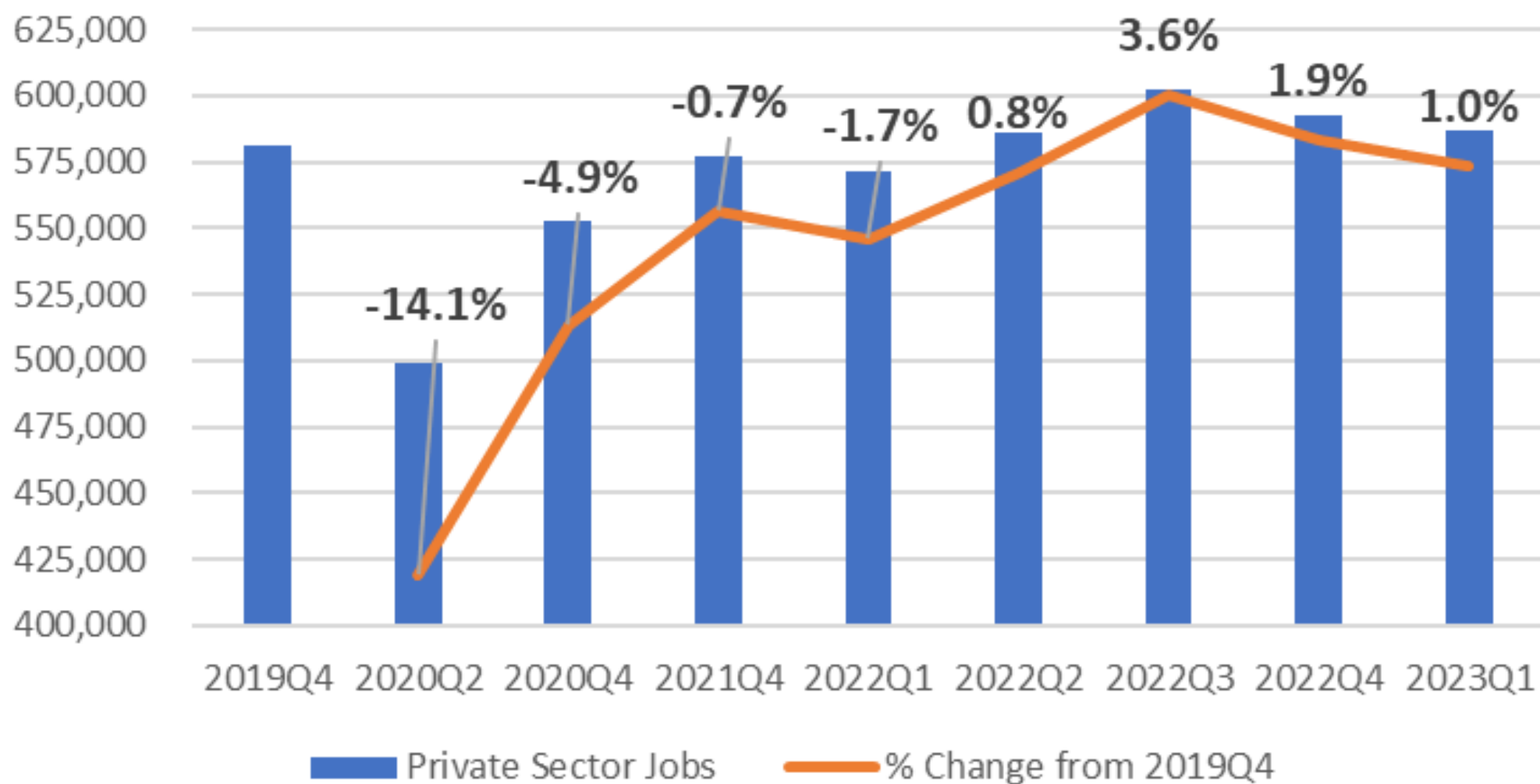
- Let's take a look at how the NH workforce has recovered from the pandemic
- How does that compare to the health care sector
- How does that compare to NH Hospitals
- Who has gained employment and who has lost employment



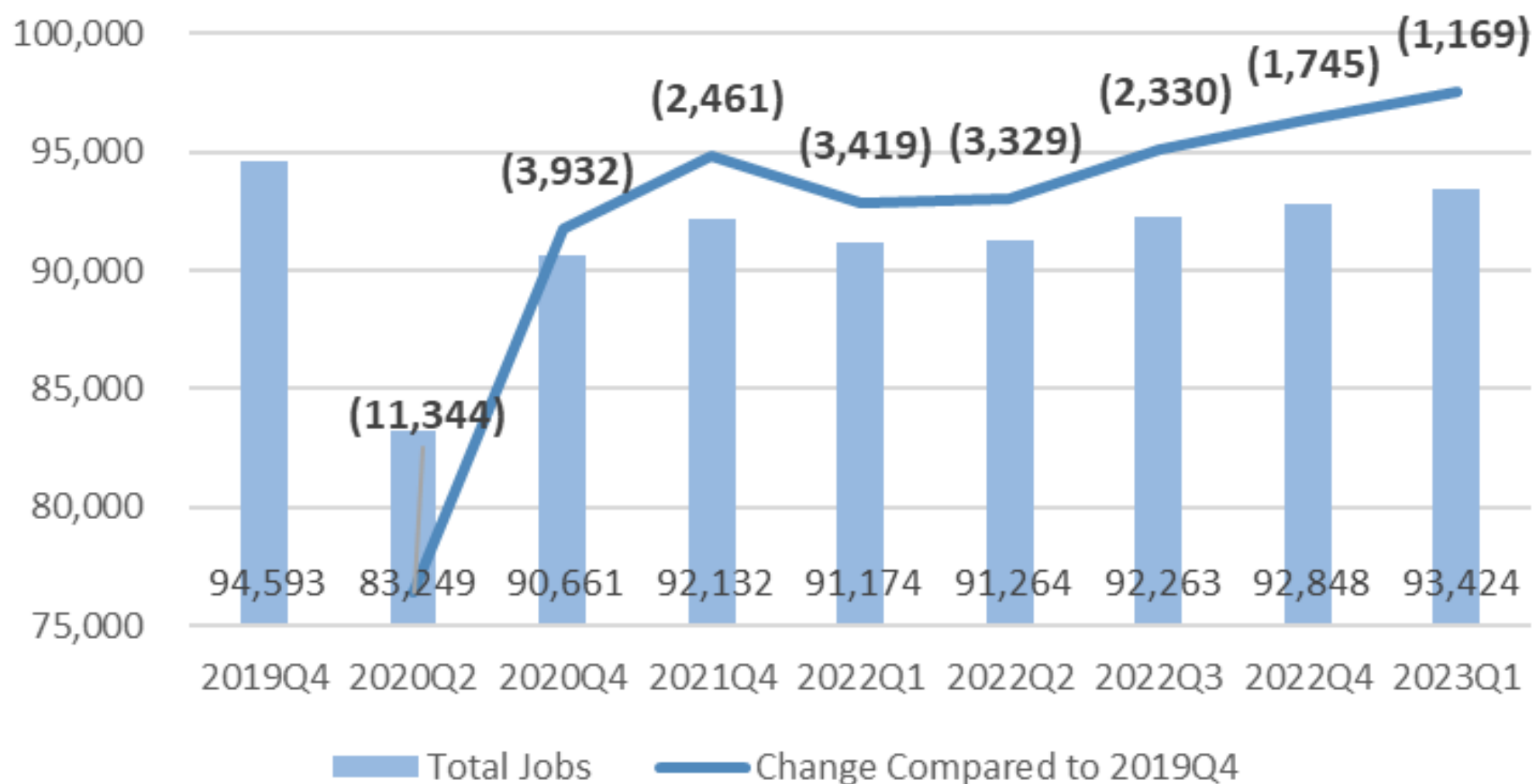
NH Private Sector Pandemic Job Recovery



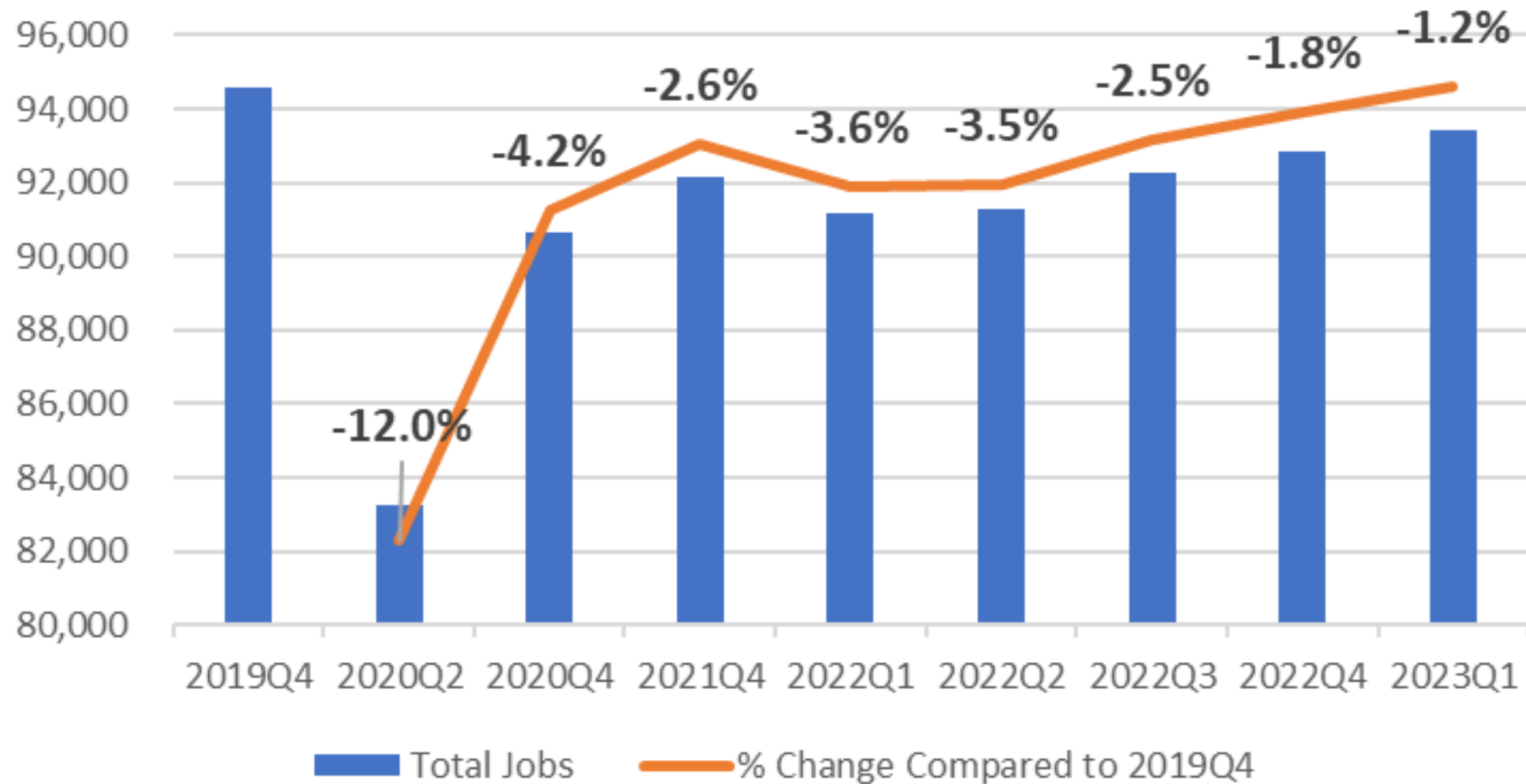
NH Private Sector Pandemic Job Recovery



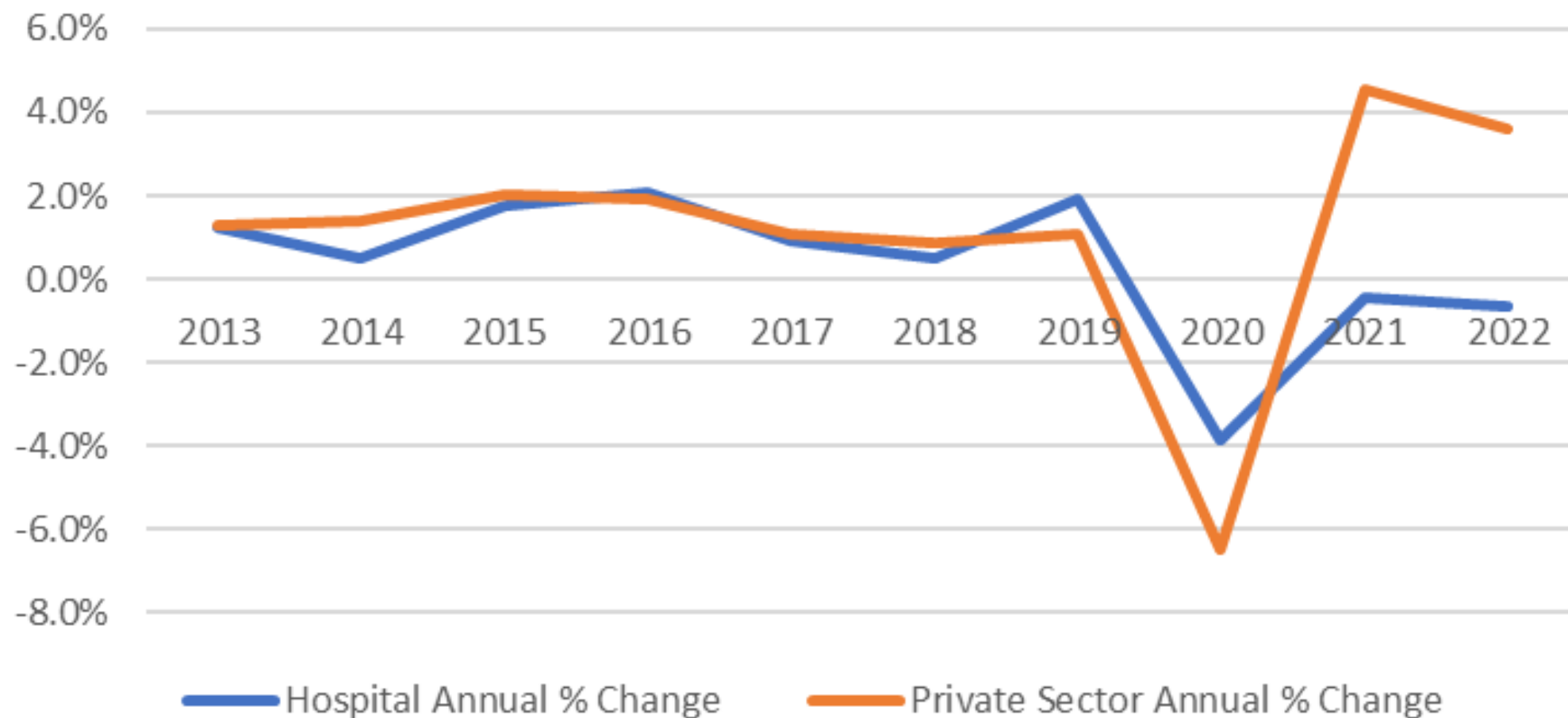
NH Health Care Sector Pandemic Job Recovery



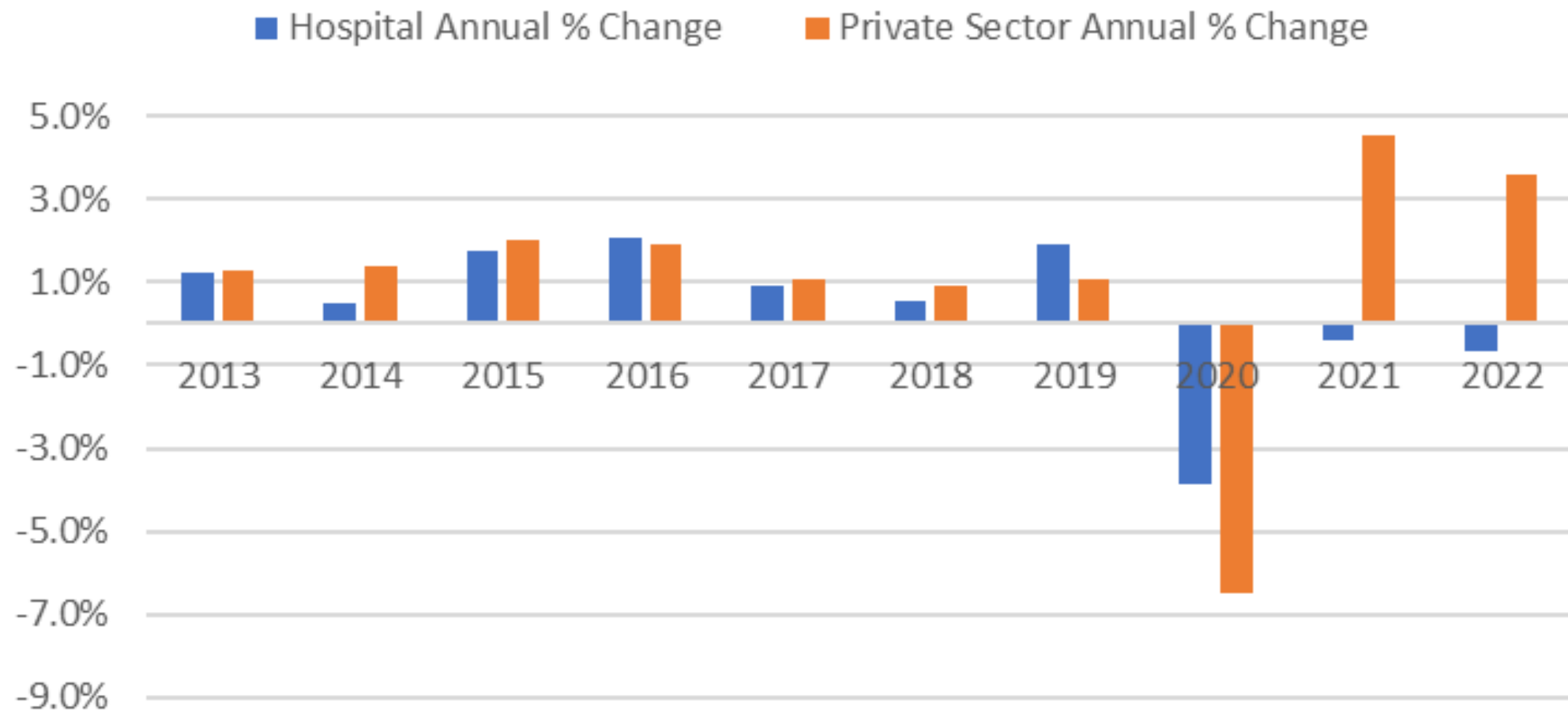
NH Health Care Sector Pandemic Job Recovery



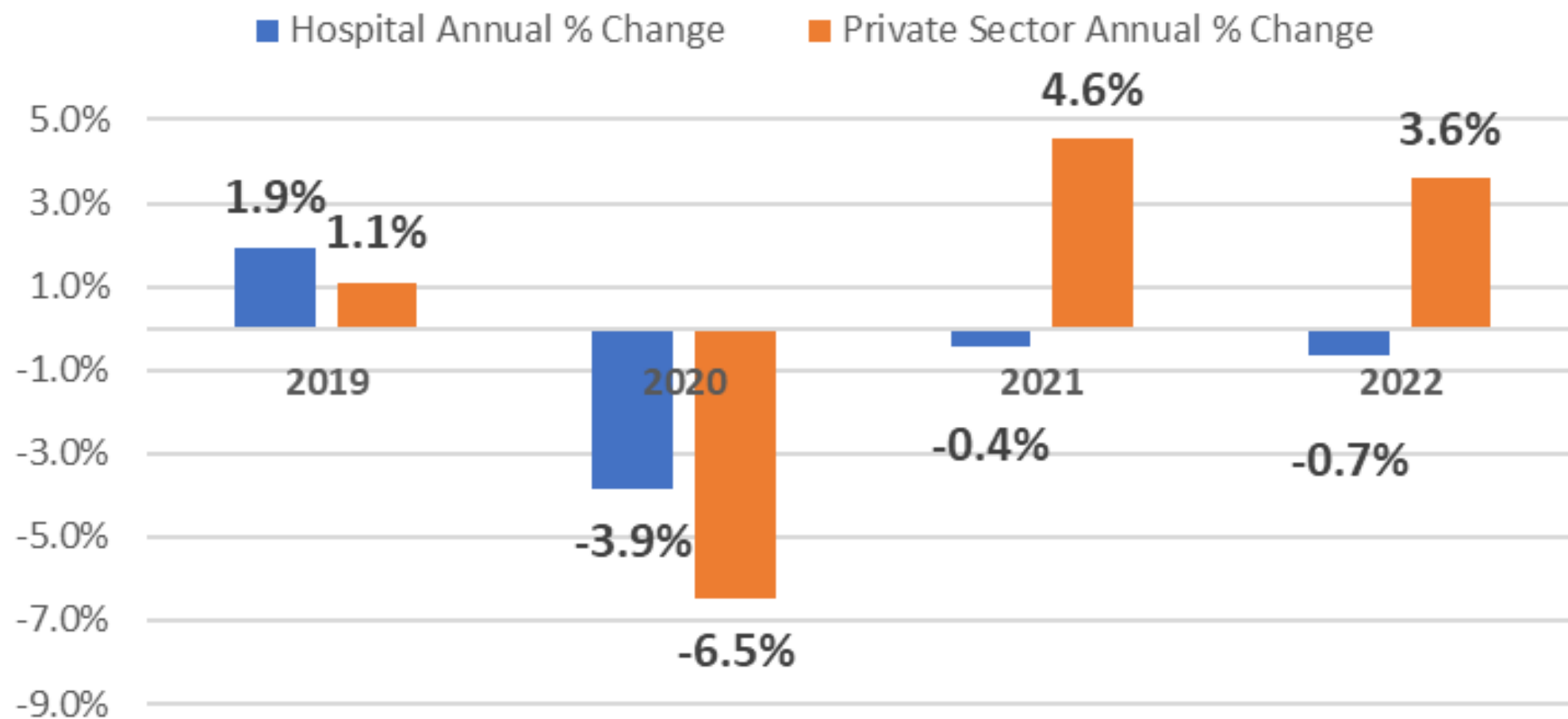
NH Hospital Sector Annual Employment Change Compared to NH Private Sector



NH Hospital Sector Annual Employment Change Compared to NH Private Sector



NH Hospital Sector Annual Employment Change Compared to NH Private Sector

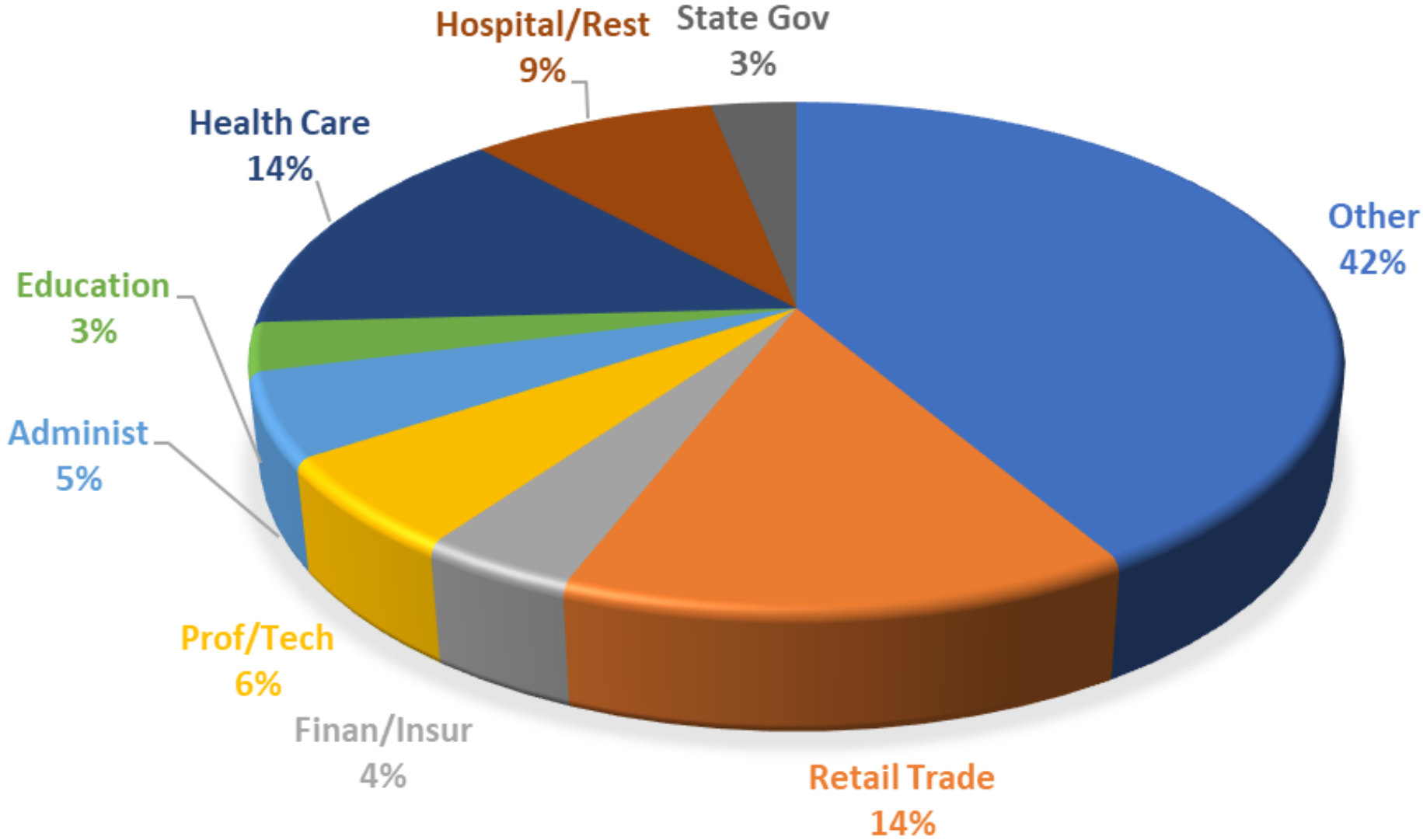


Health Care Sector Pandemic Recovery

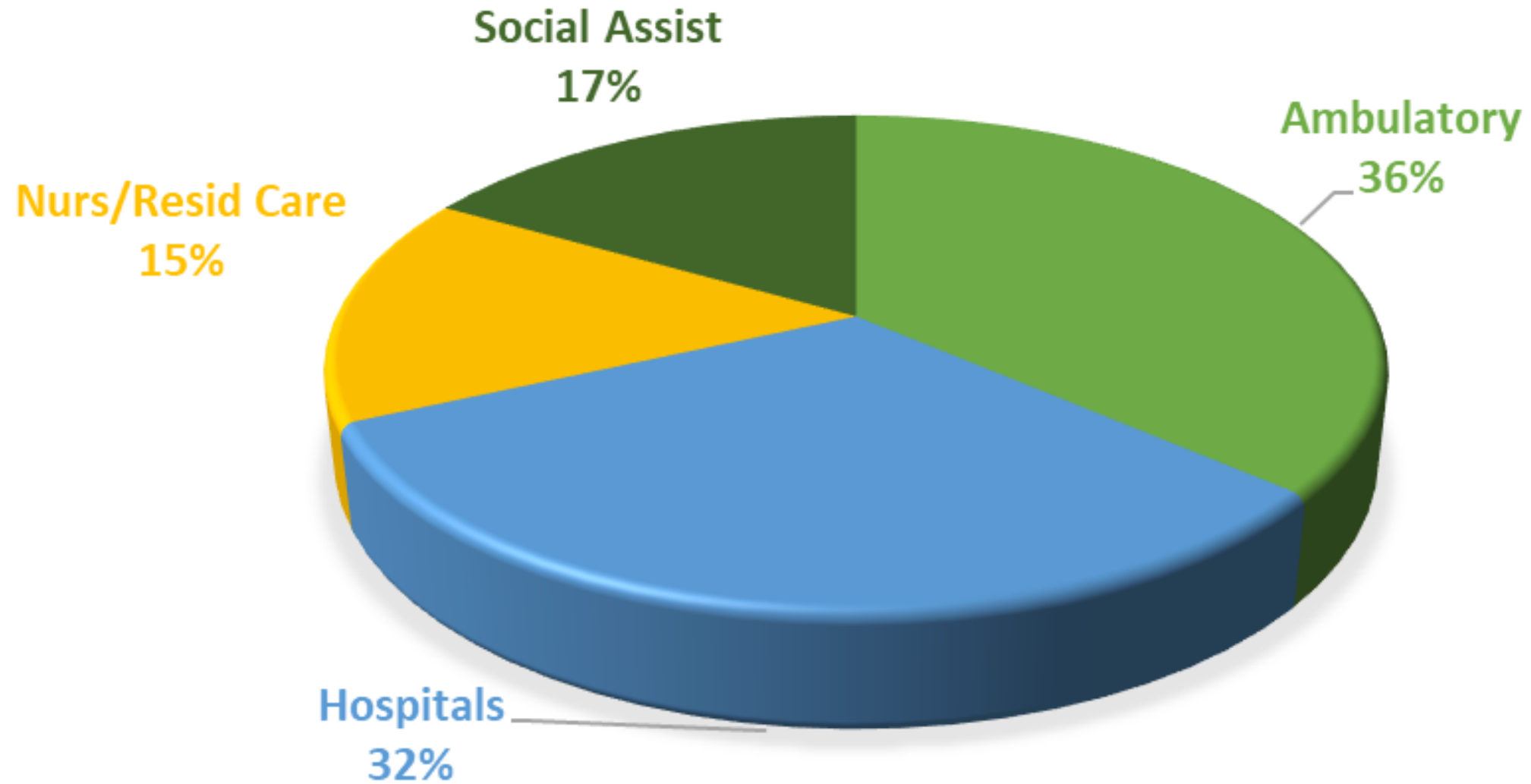
- Looking specifically at the employment experience of each health care sector from the start of the pandemic through the most recent data available 2023Q1



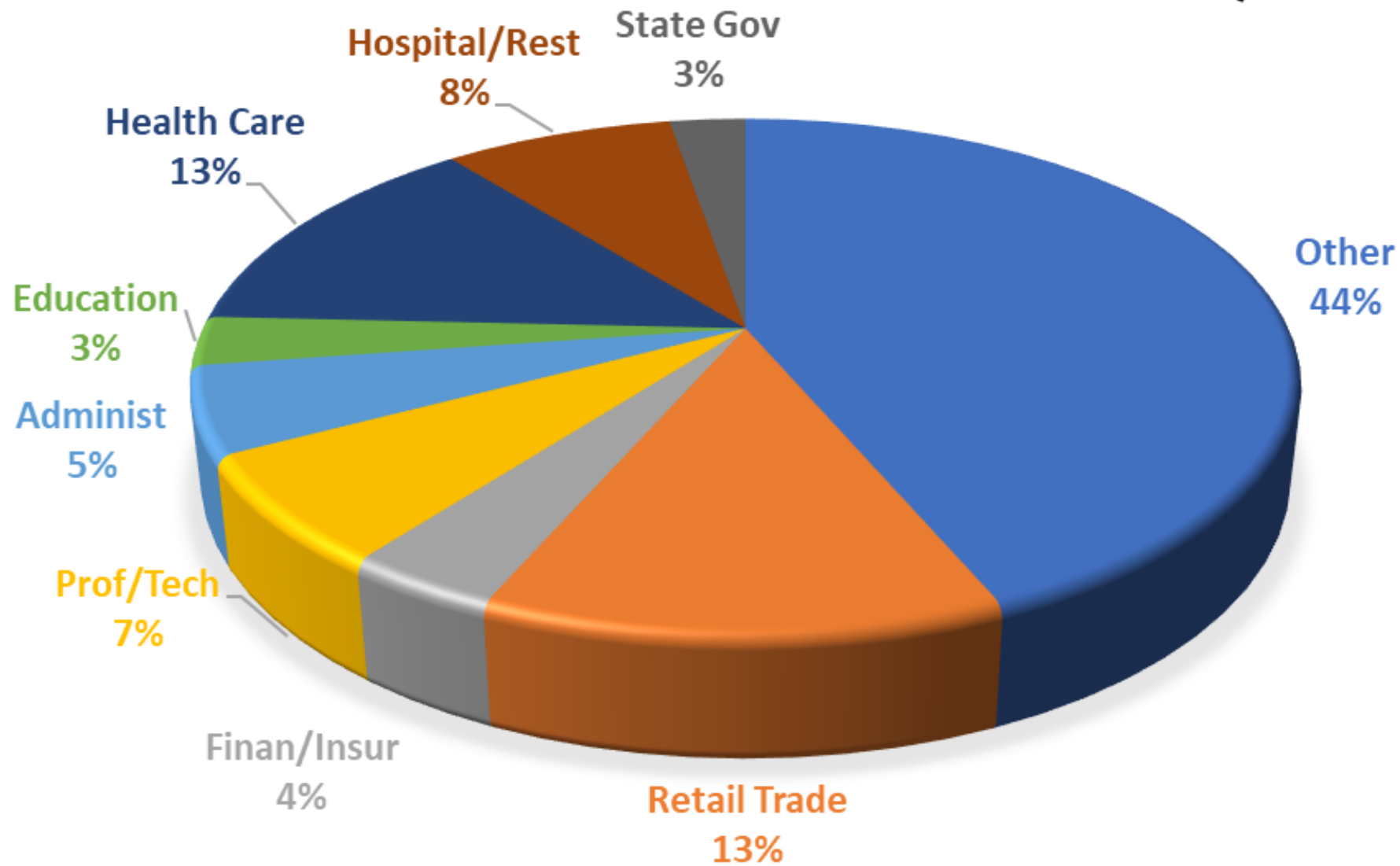
SHARE OF TOTAL NH EMPLOYMENT 2019Q4



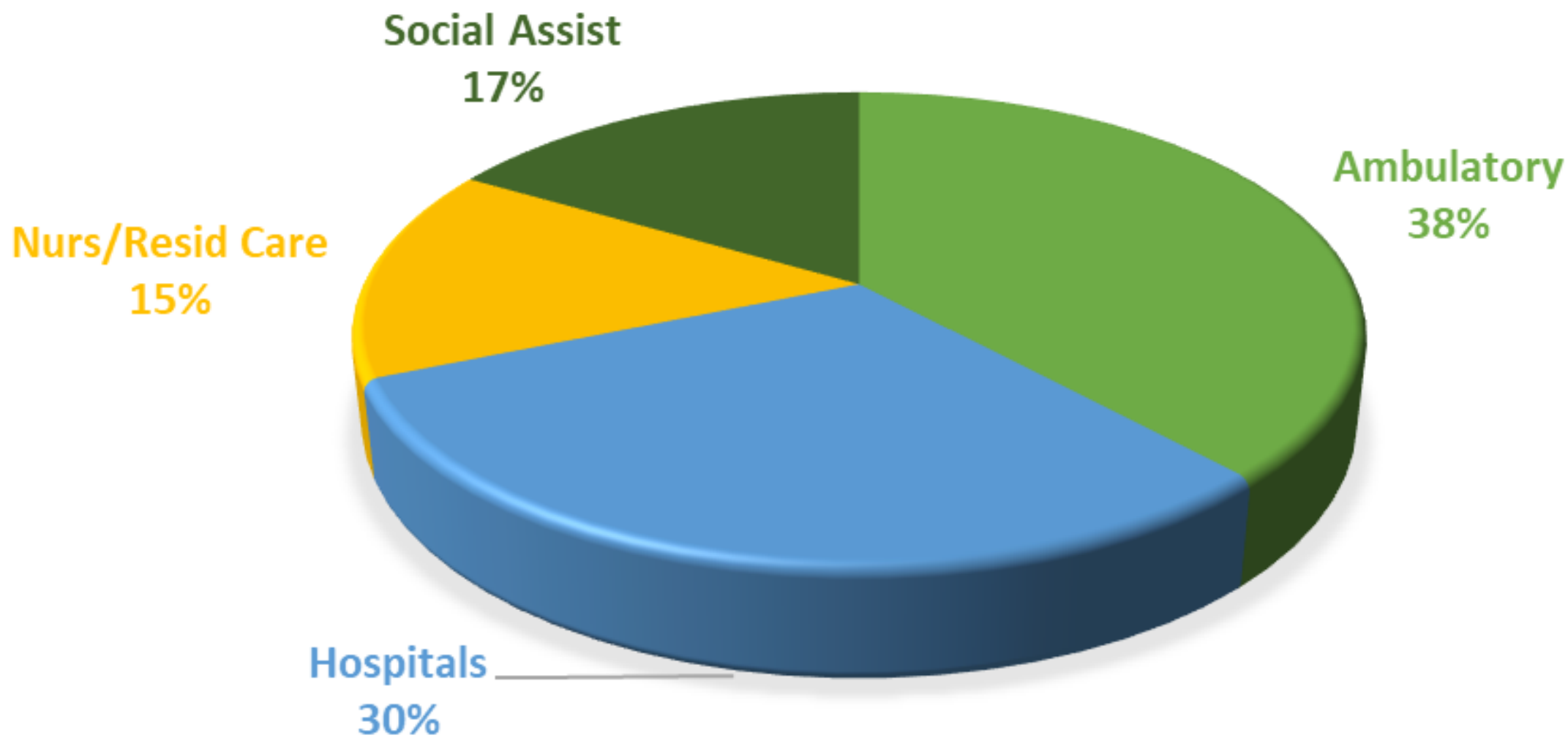
SHARE OF NH HEALTH CARE EMPLOYMENT 2019Q4



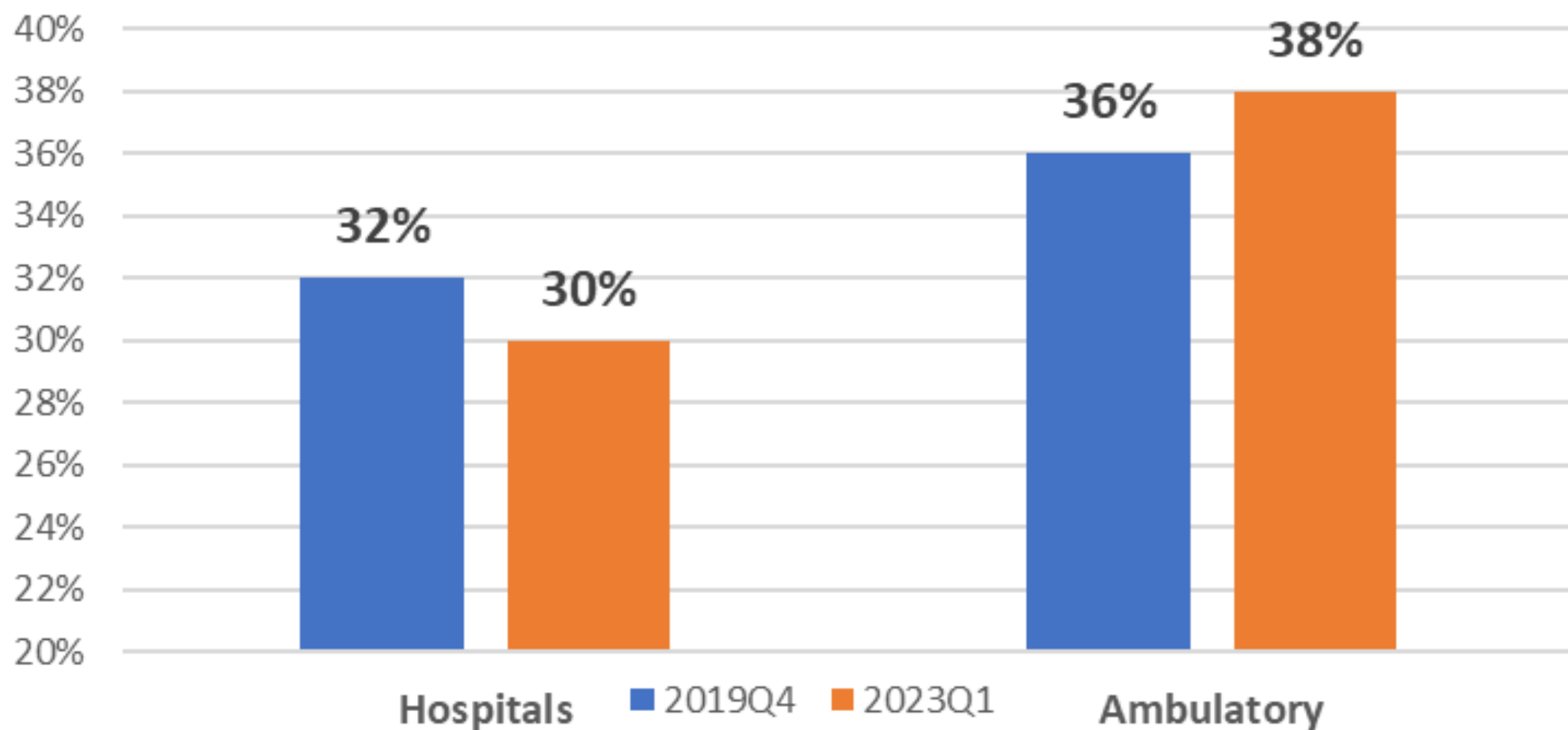
SHARE OF TOTAL NH EMPLOYMENT 2023Q1



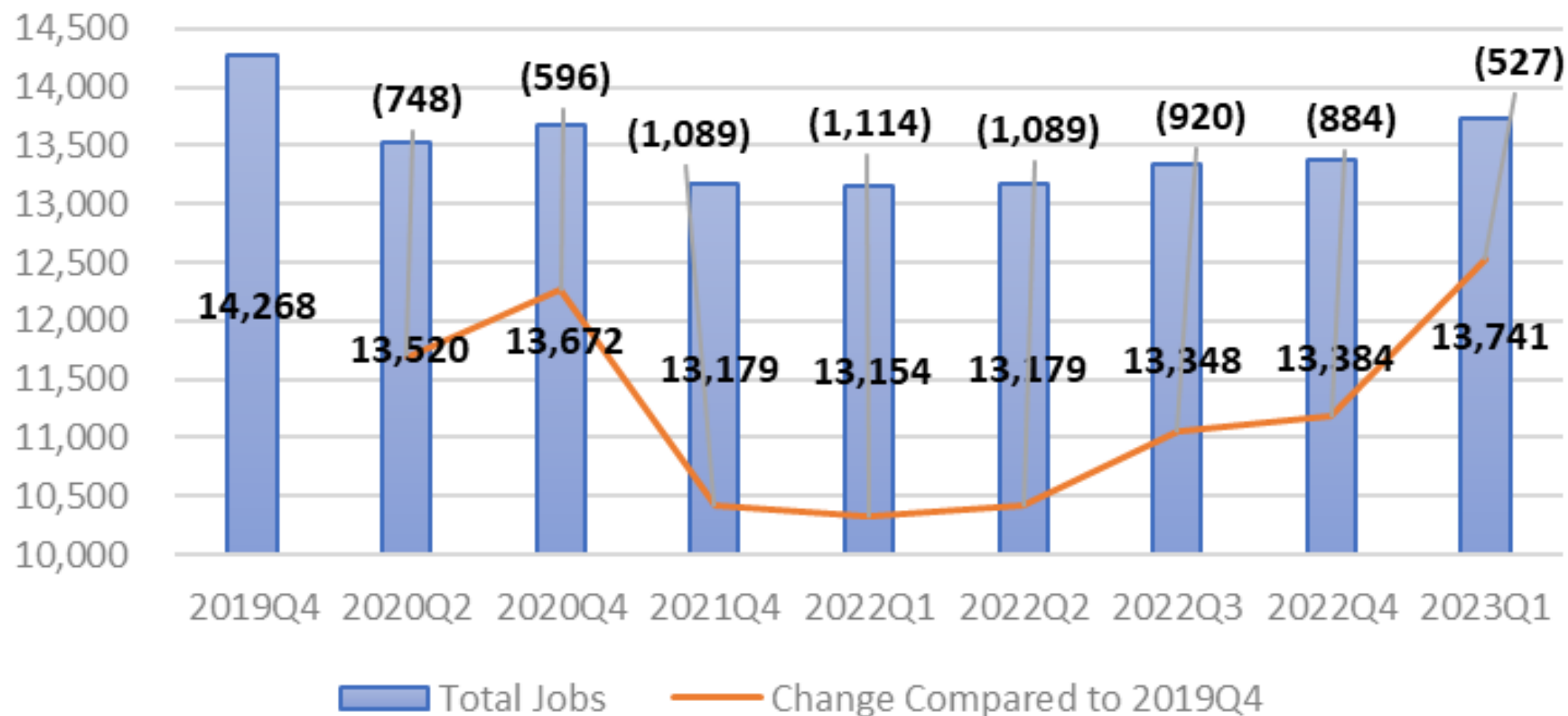
SHARE OF NH HEALTH CARE EMPLOYMENT 2023Q1



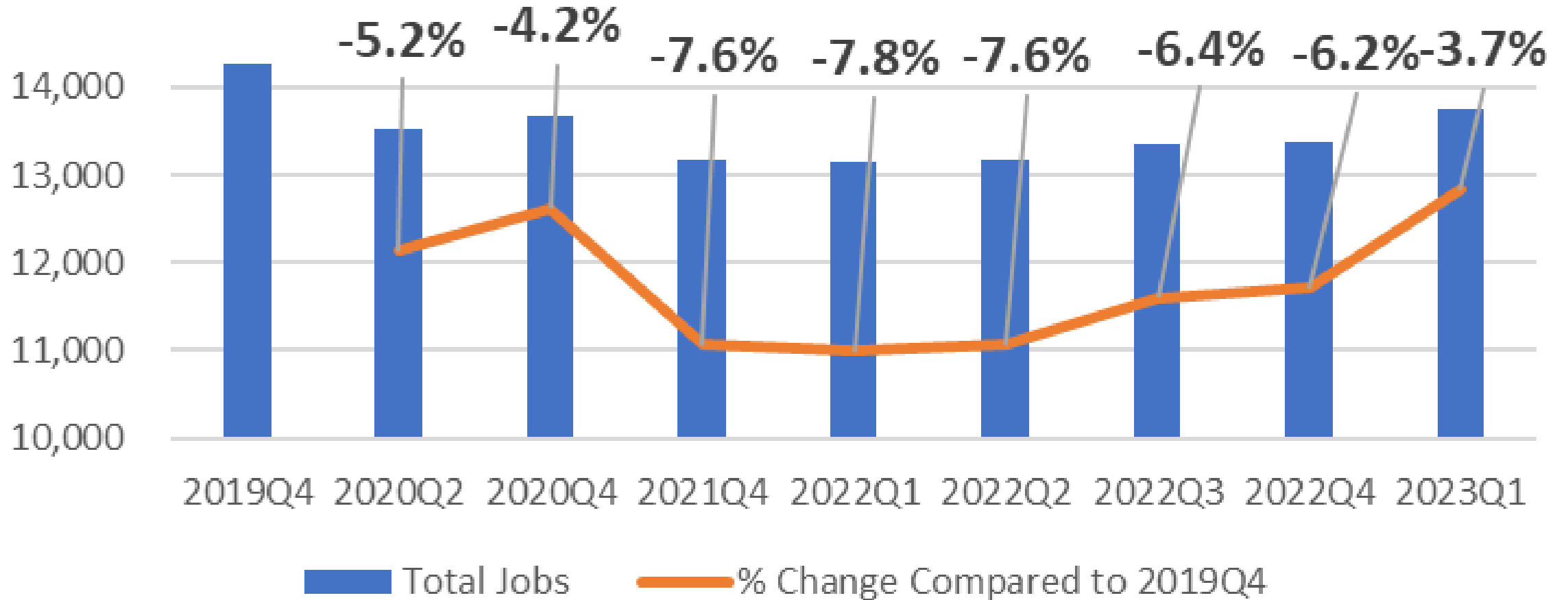
Hospital share of health care employment has decreased while ambulatory care has increased



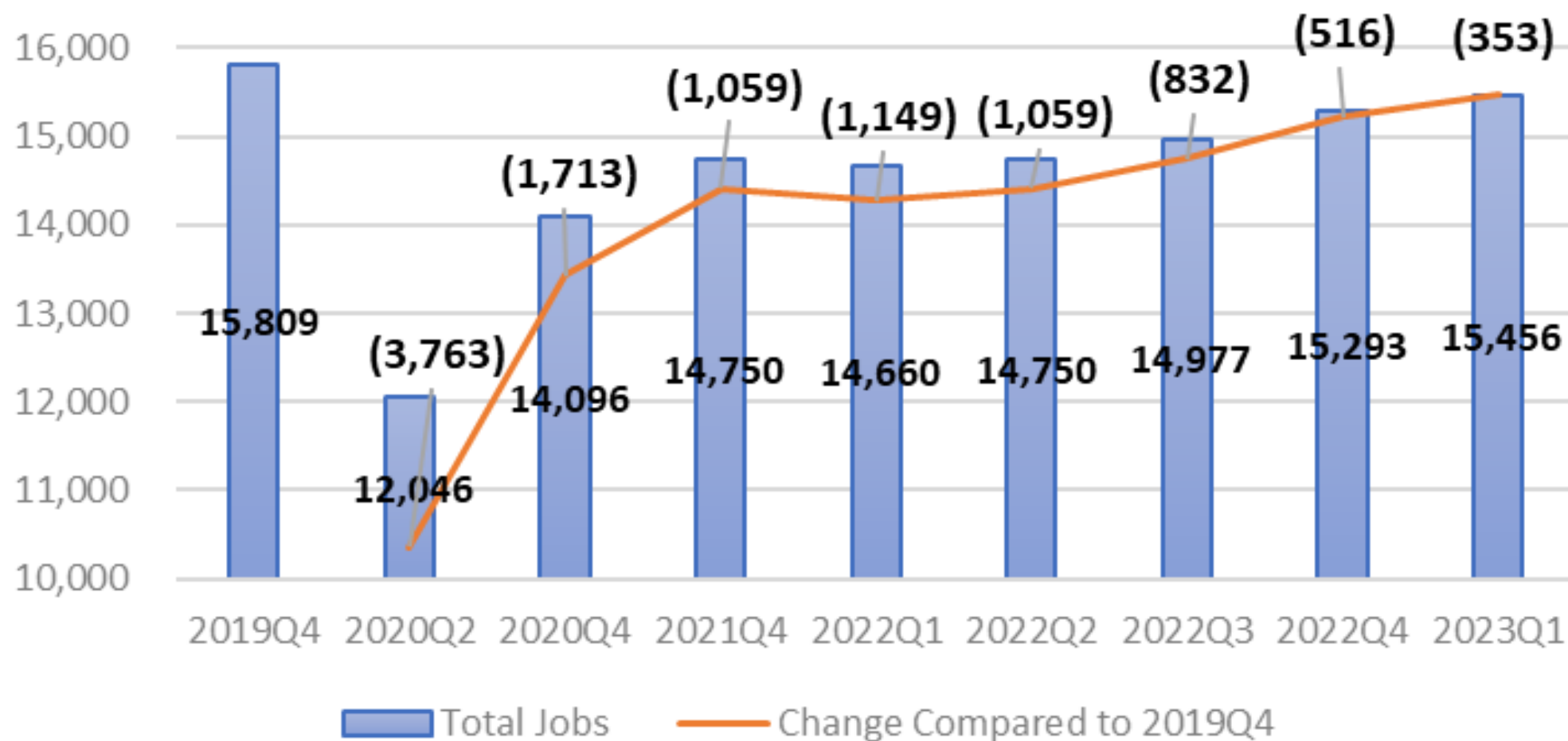
NH Nursing and Residential Care Pandemic Job Recovery



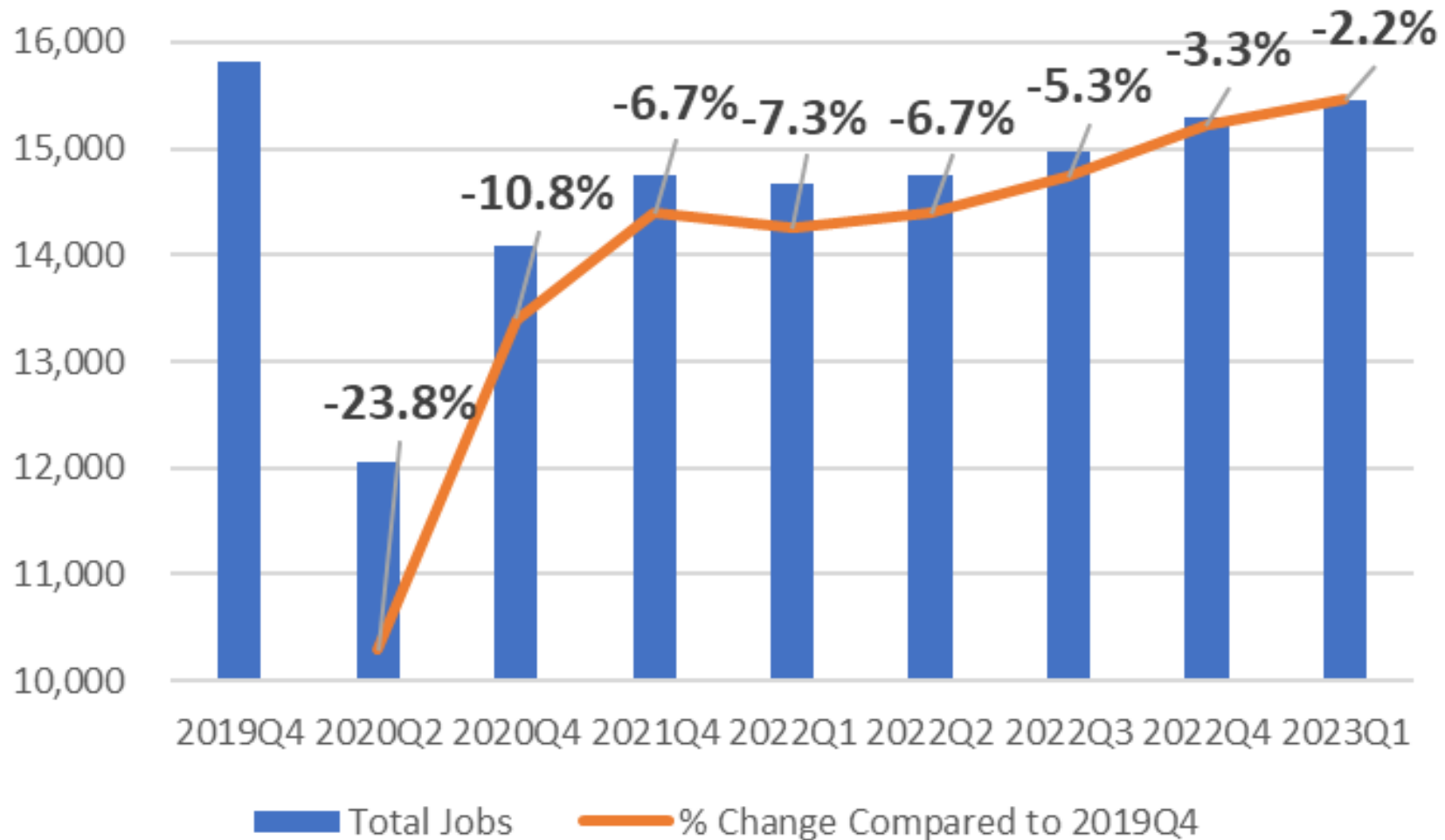
NH Nursing and Residential Care Pandemic Job Recovery



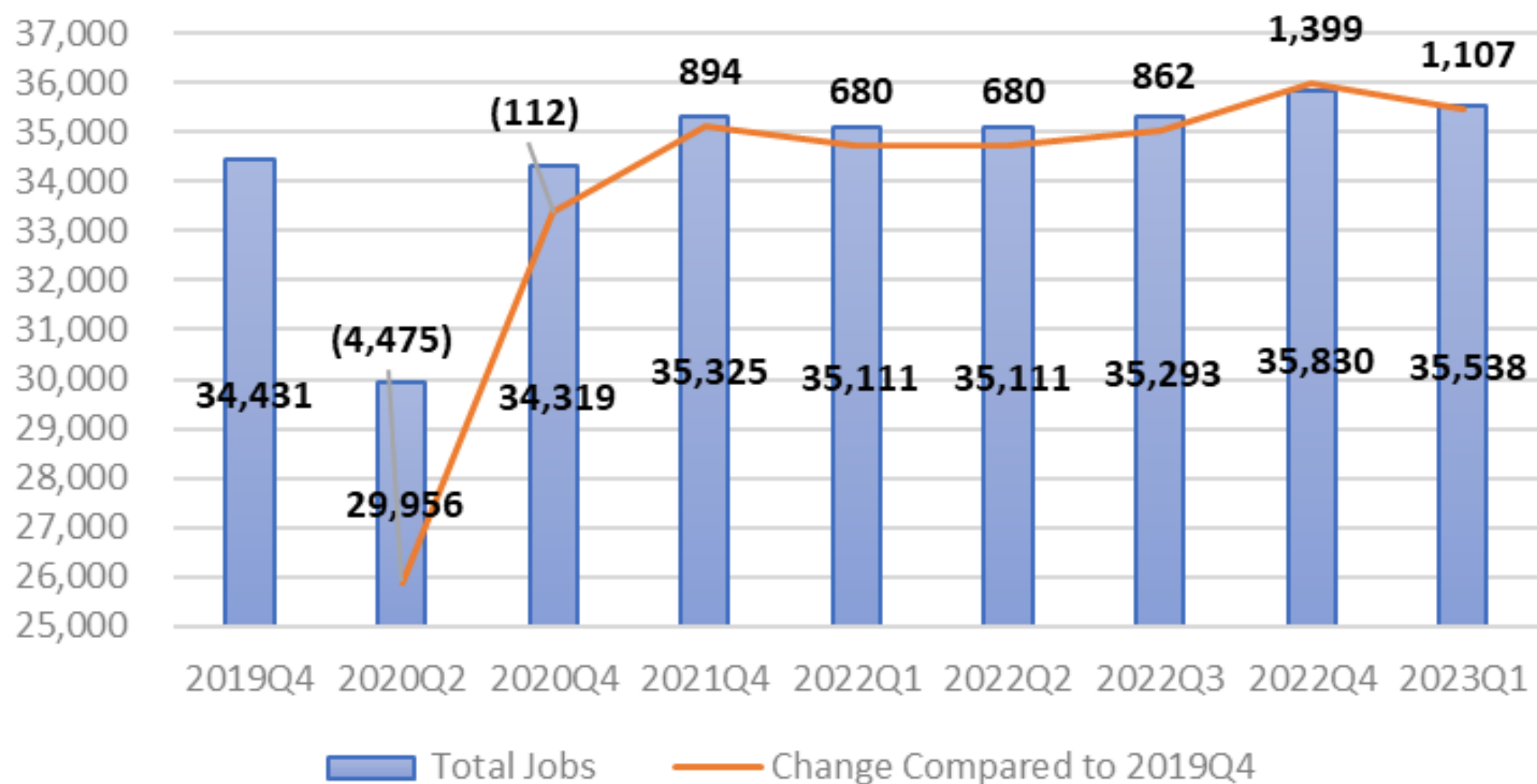
NH Social Assistance Sector Pandemic Job Recovery



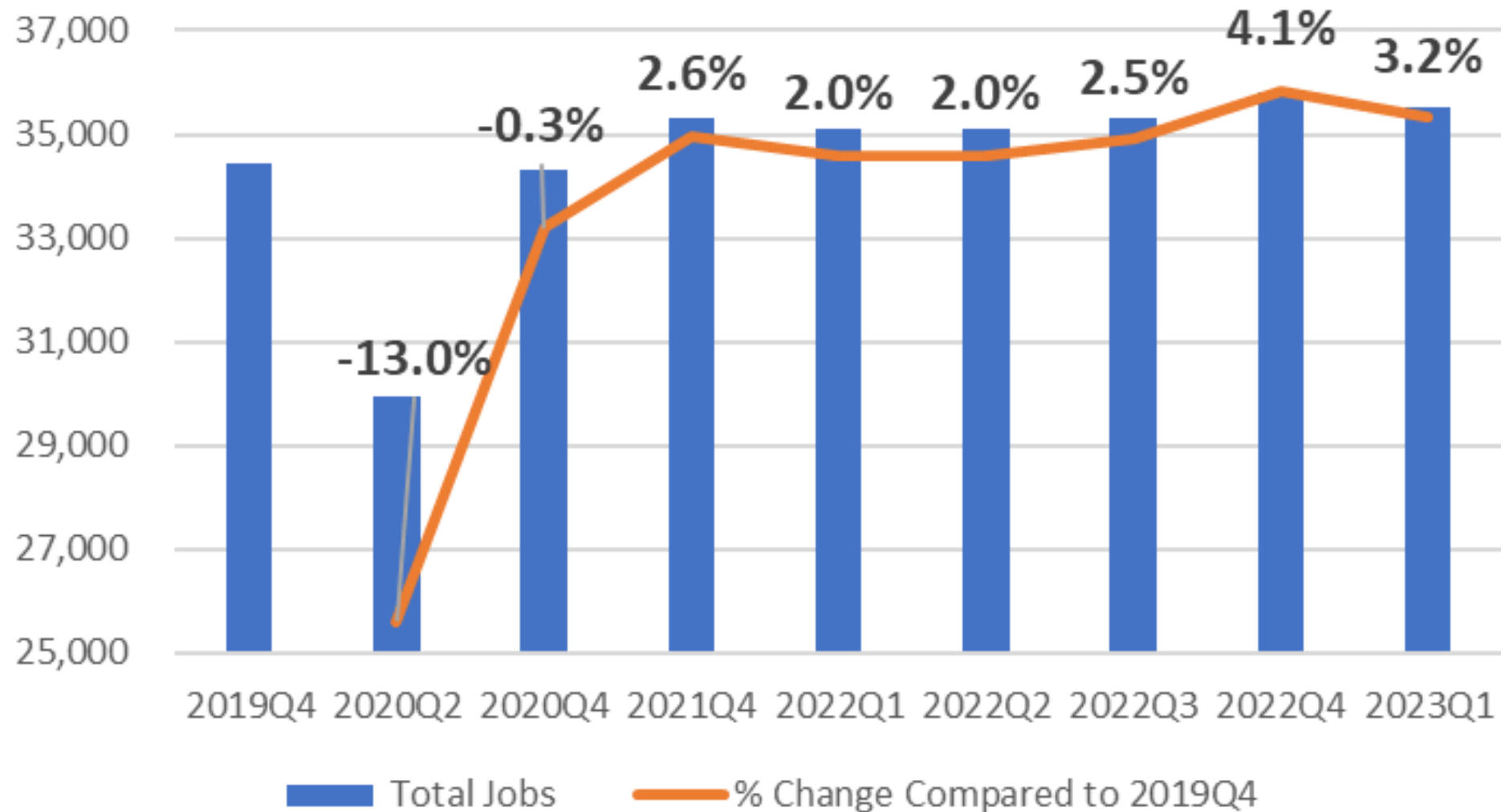
NH Social Assistance Pandemic Job Recovery % Change Compared to 2019Q4



NH Ambulatory Care Pandemic Job Recovery



NH Ambulatory Pandemic Job Recovery

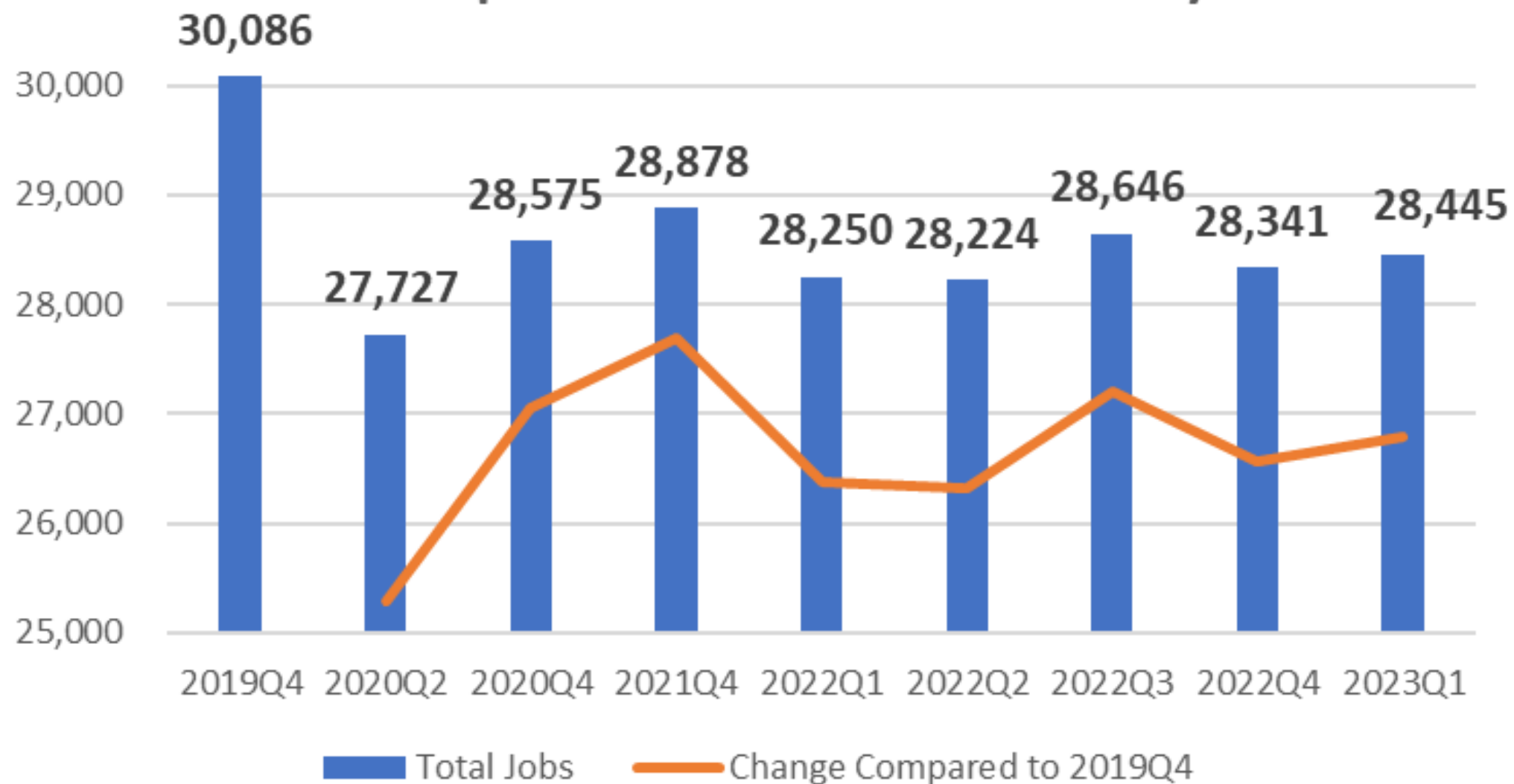


Hospital Sector Pandemic Recovery

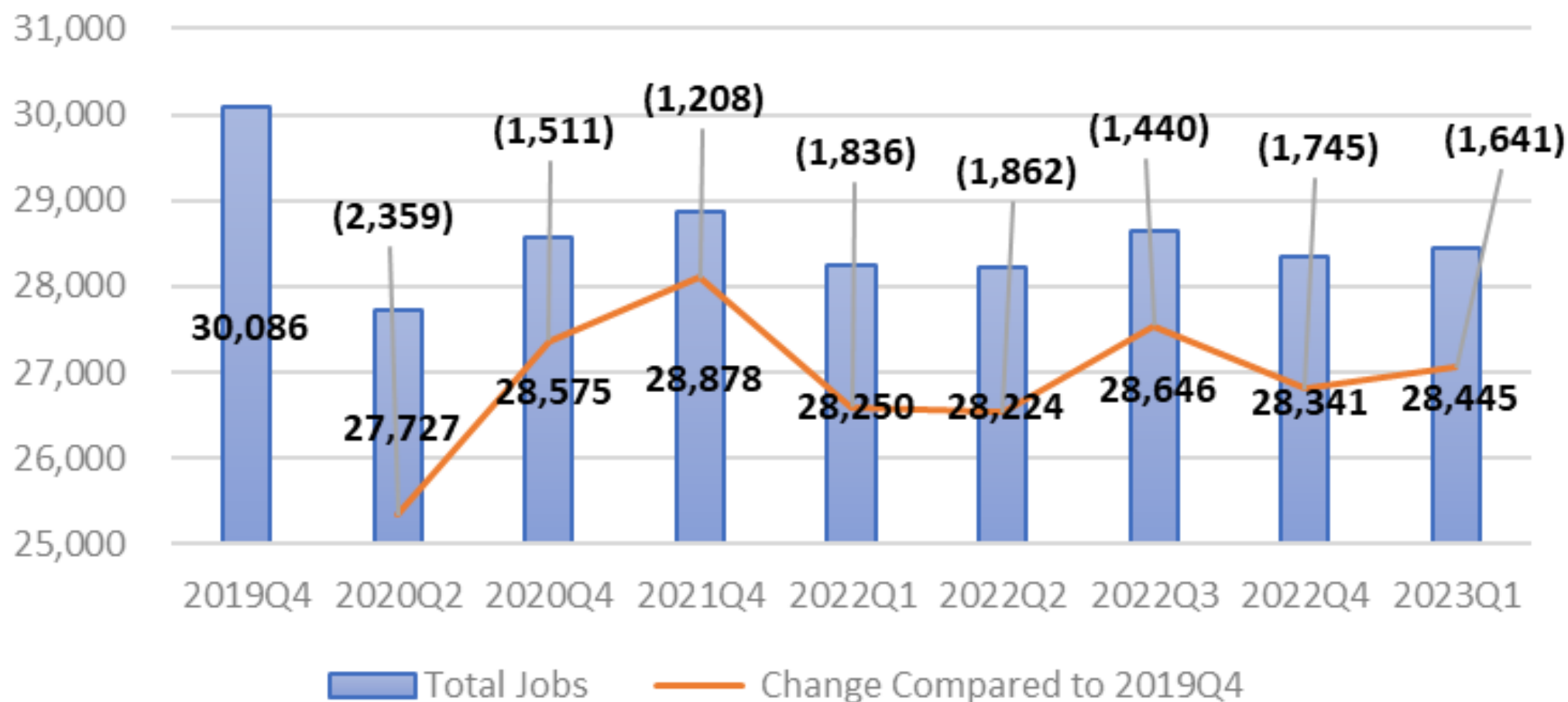
- Looking specifically at the hospital sector's employment experience from the start of the pandemic to the most recent data available 2023Q1



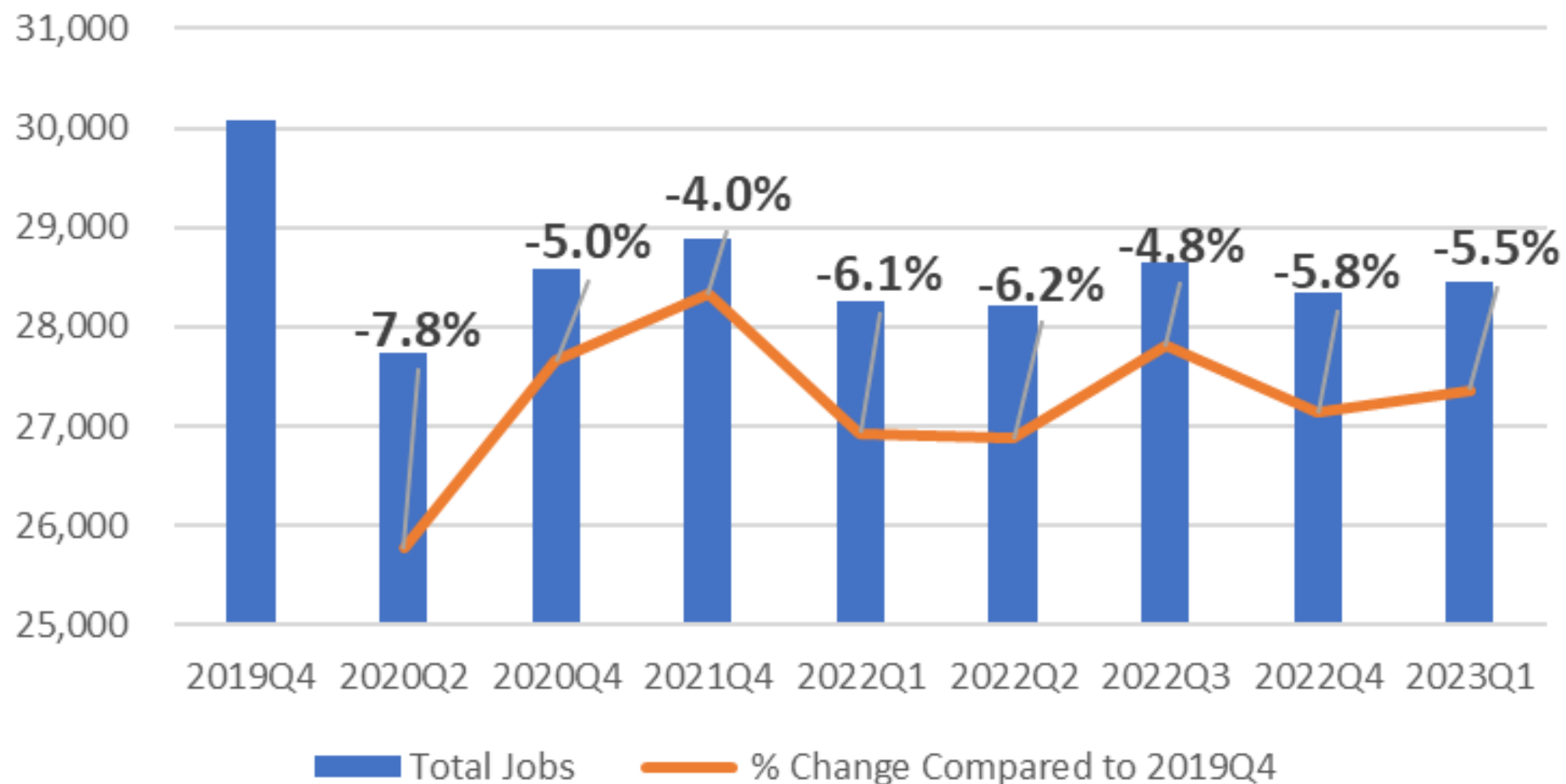
NH Hospitals Pandemic Job Recovery



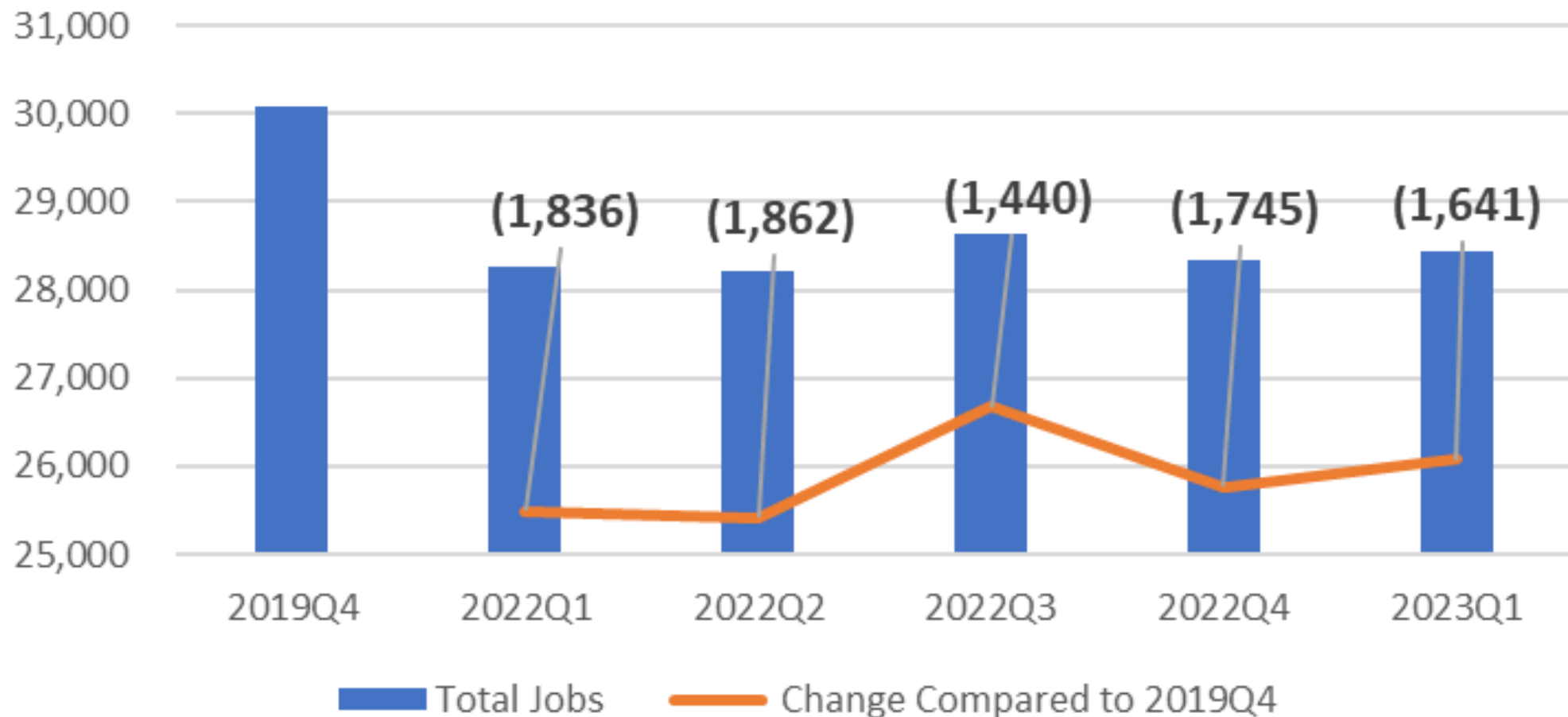
NH Hospitals Pandemic Job Recovery- Quarterly Change Compared to 2019Q4



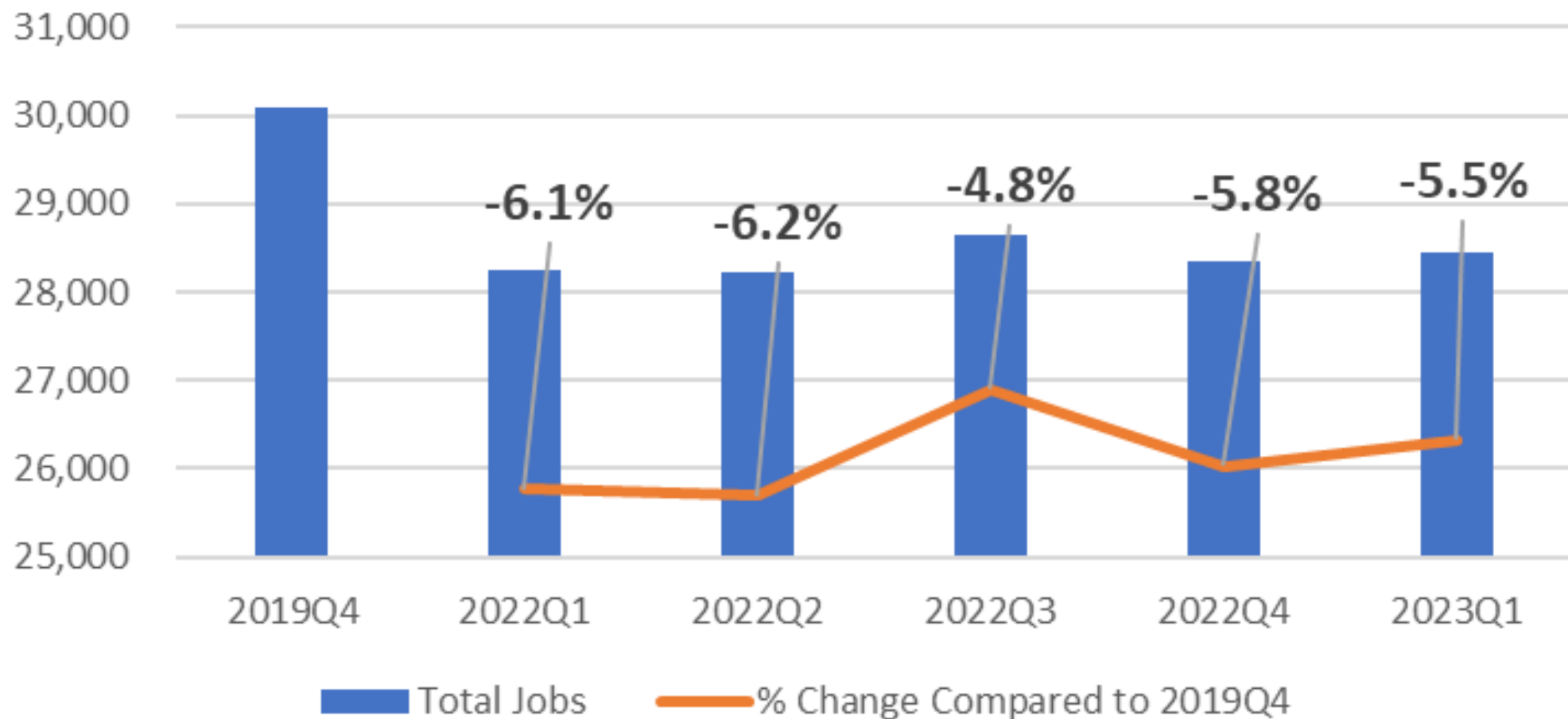
NH Hospitals Pandemic Job Recovery



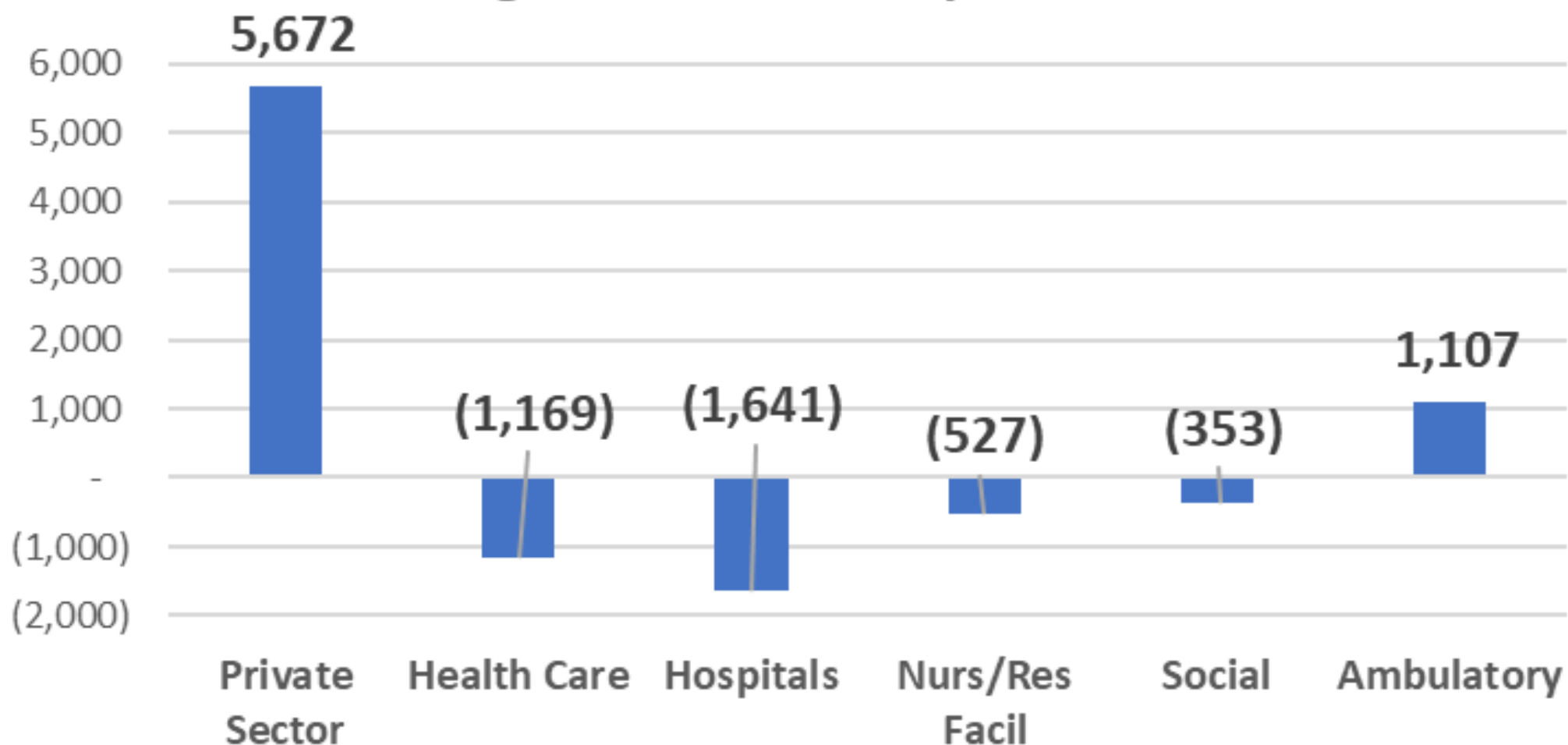
NH Hospitals Pandemic Job Recovery- Isolate 2022-2023



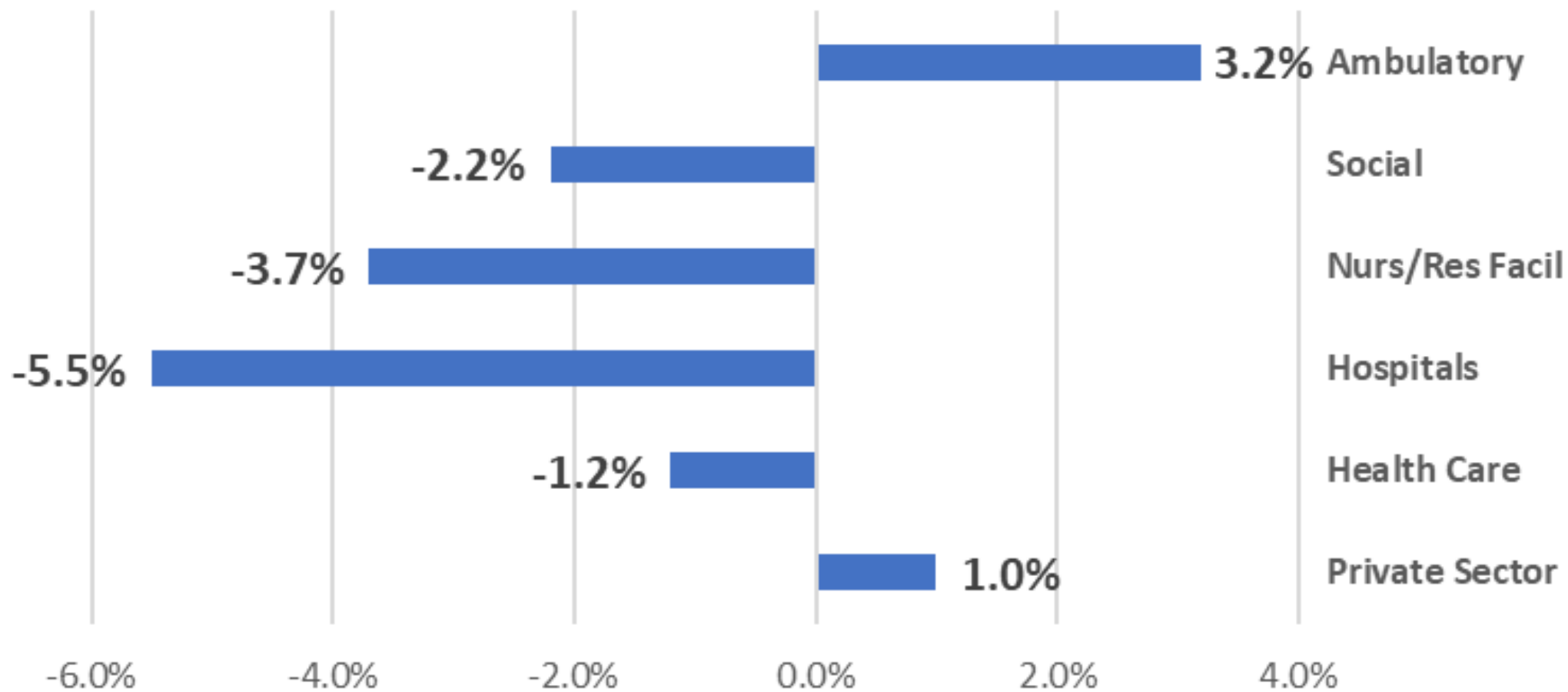
NH Hospitals Pandemic Job Recovery- Isolate 2022-2023




Compare the experience of the health care sector against the entire private sector



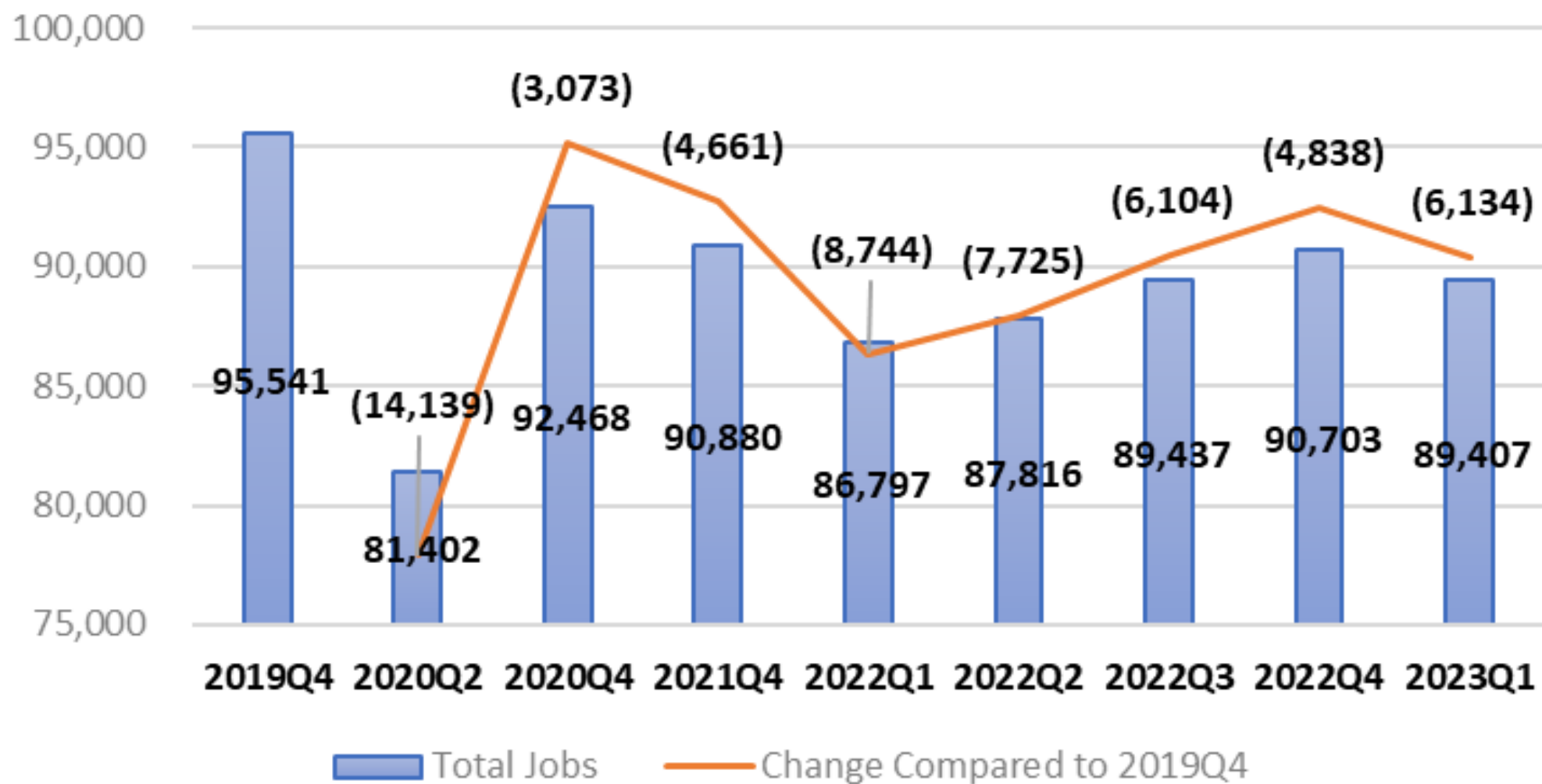
Compare the experience of the health care sector against entire private sector % change



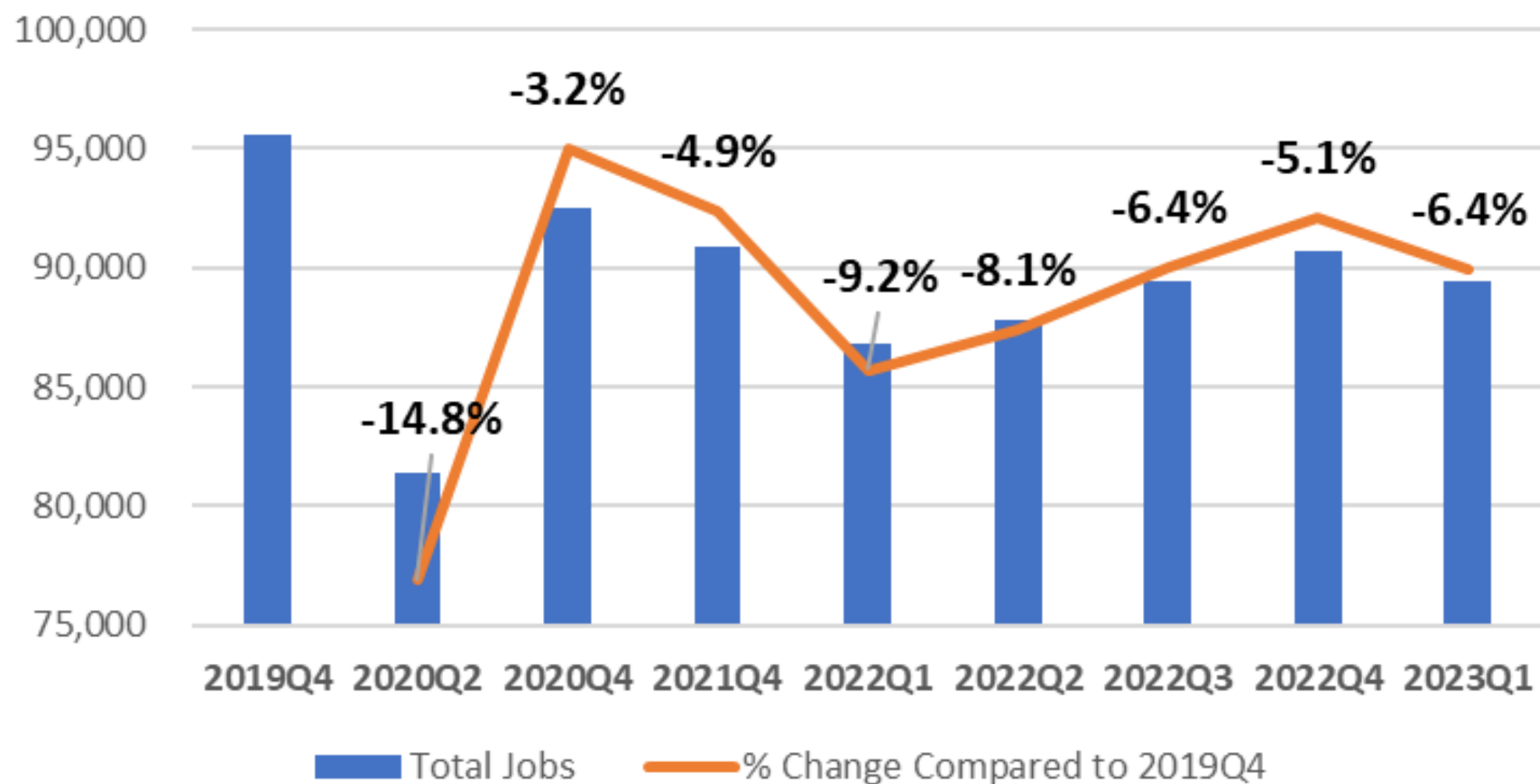
Looking Beyond the Health Care Sector

- How did the pandemic experience of other sectors compare with the health care sector
 - Retail
 - Hospitality
 - Professional/Scientific/Technical
 - Employment Services
 - Health and Personal Care Retail Stores
 - Financial Investment Services
- 

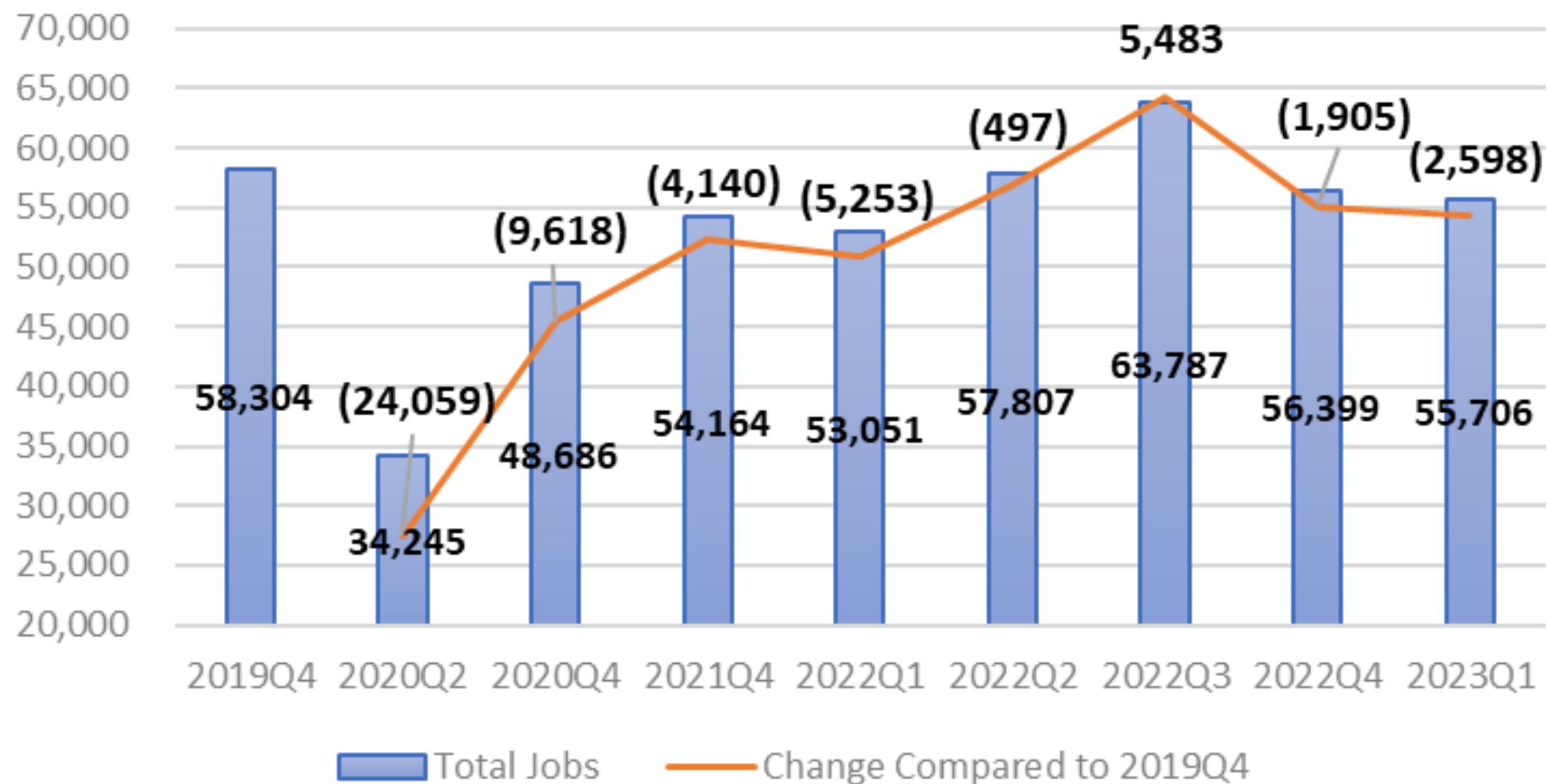
NH Retail Sector Pandemic Job Recovery



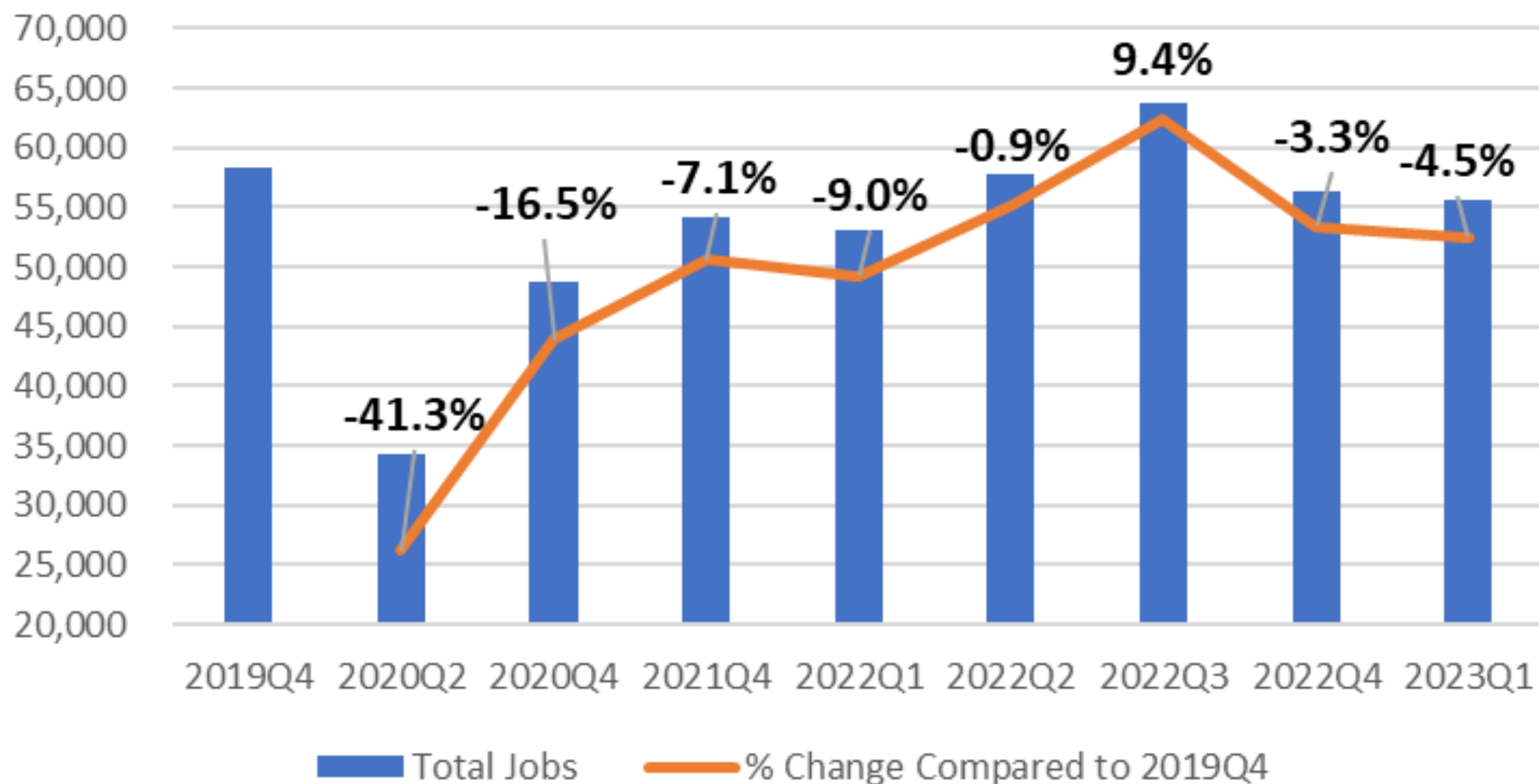
NH Retail Sector Pandemic Job Recovery



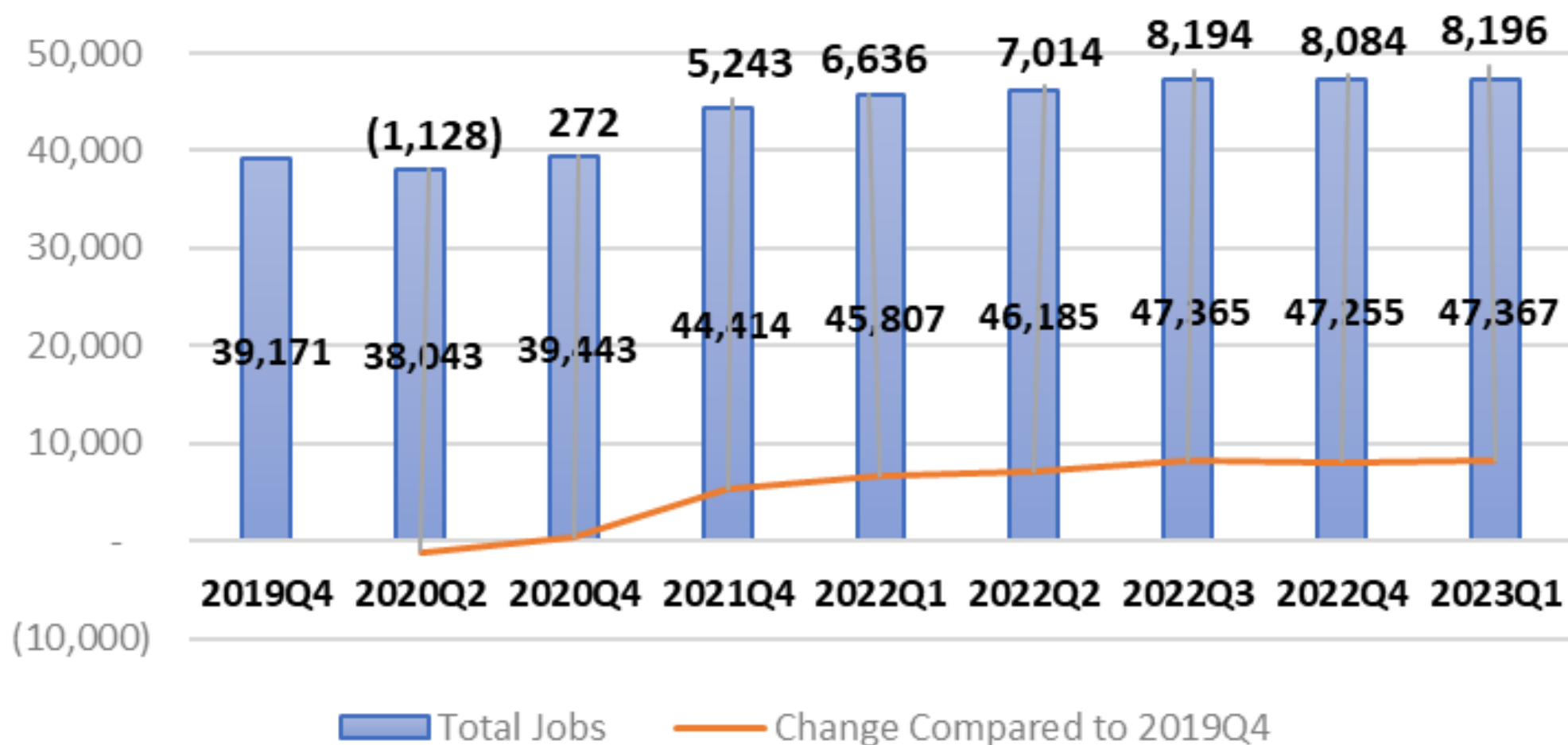
NH Hospitality Sector Pandemic Job Recovery



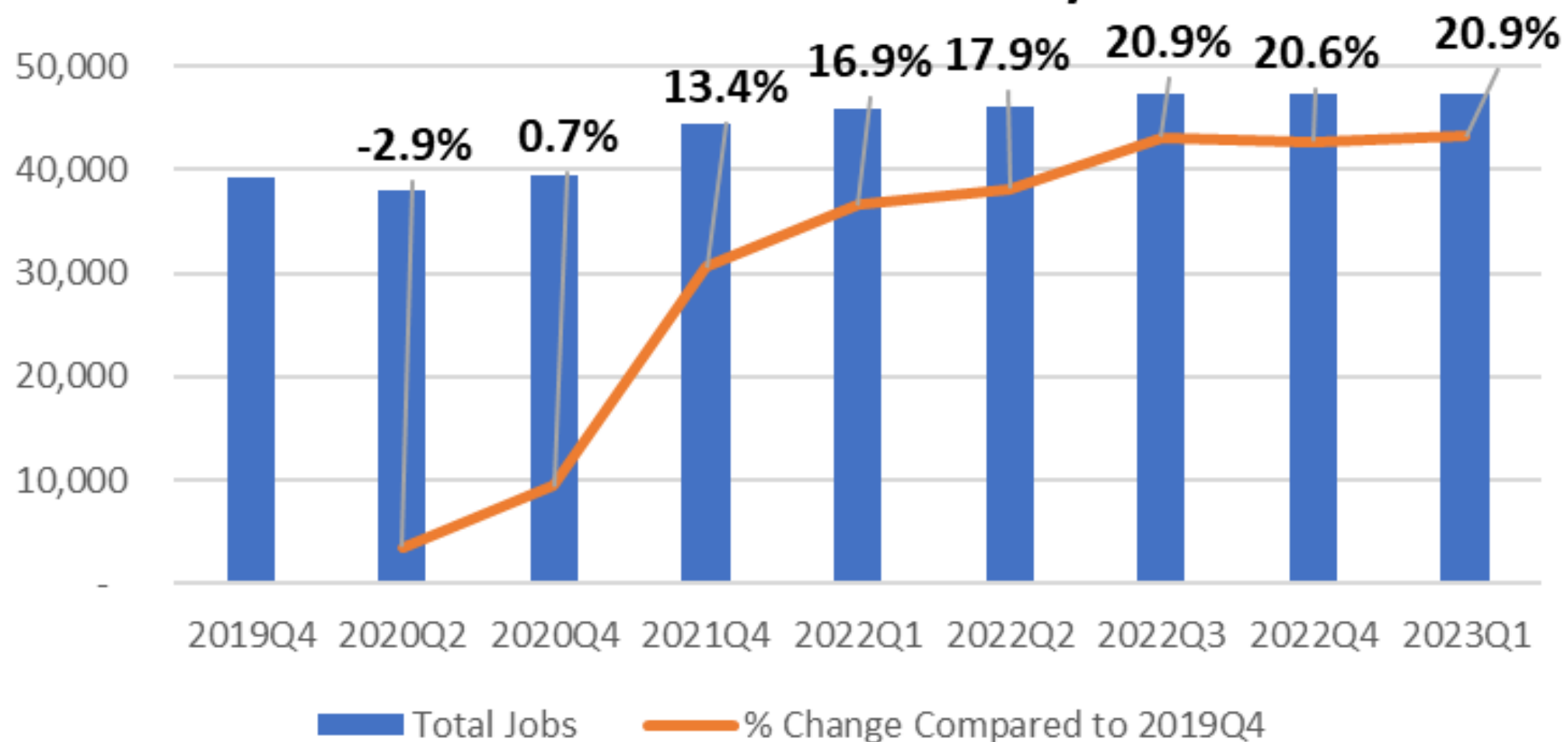
NH Hospitality Sector Pandemic Job Recovery



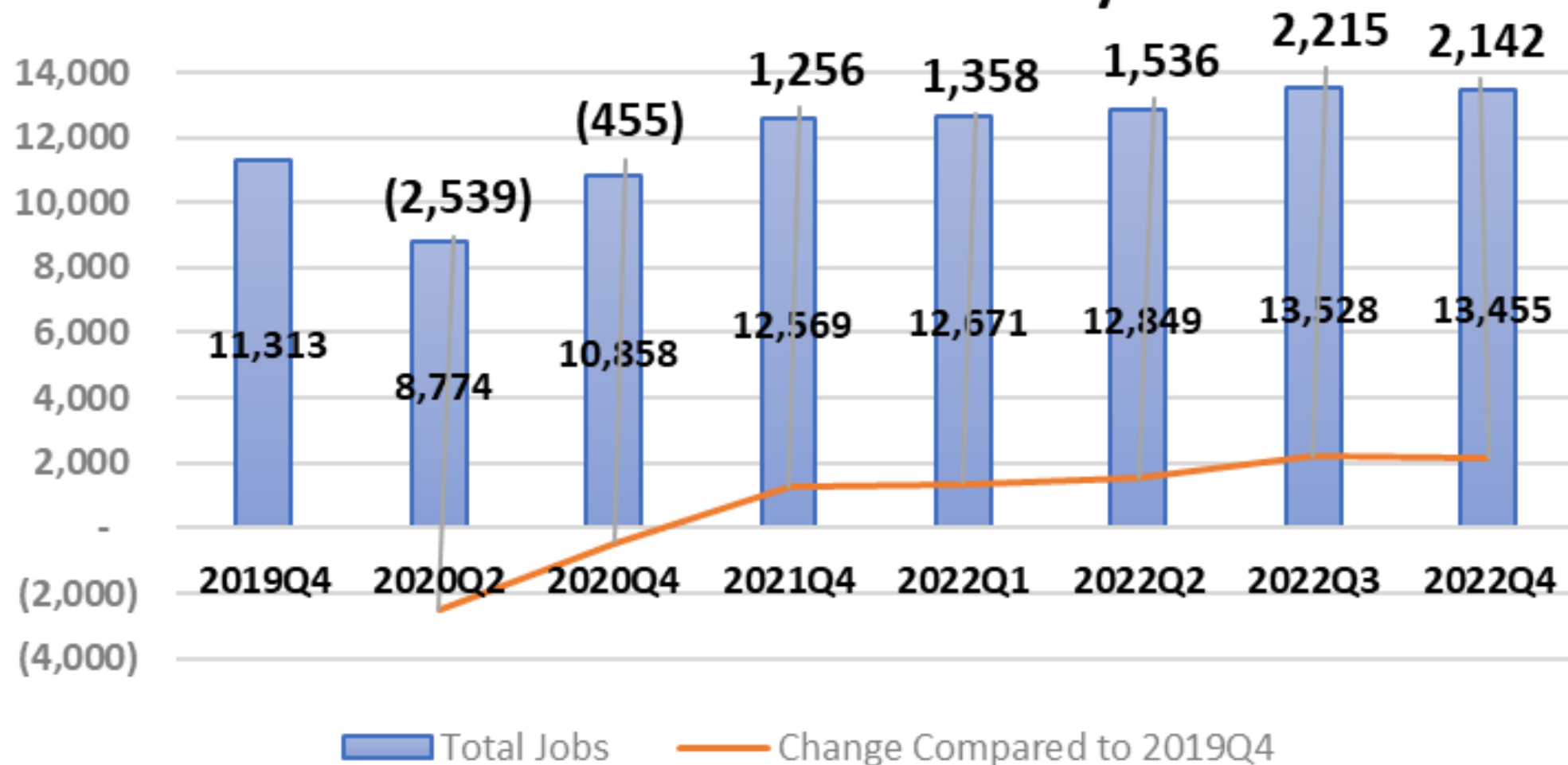
NH Professional/Scientific/Technical Sector Pandemic Job Recovery



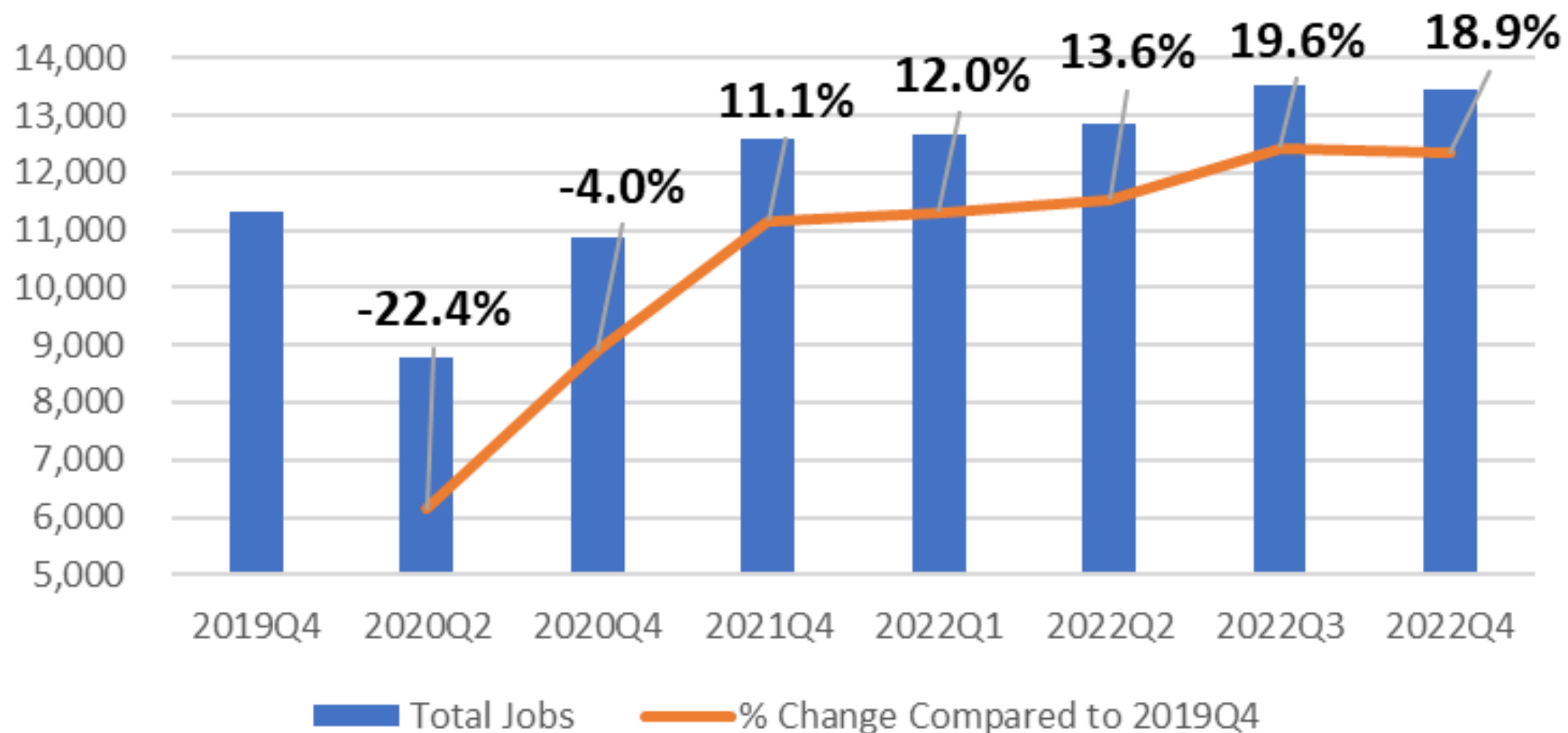
NH Professional/Scientific/Technical Sector Pandemic Job Recovery



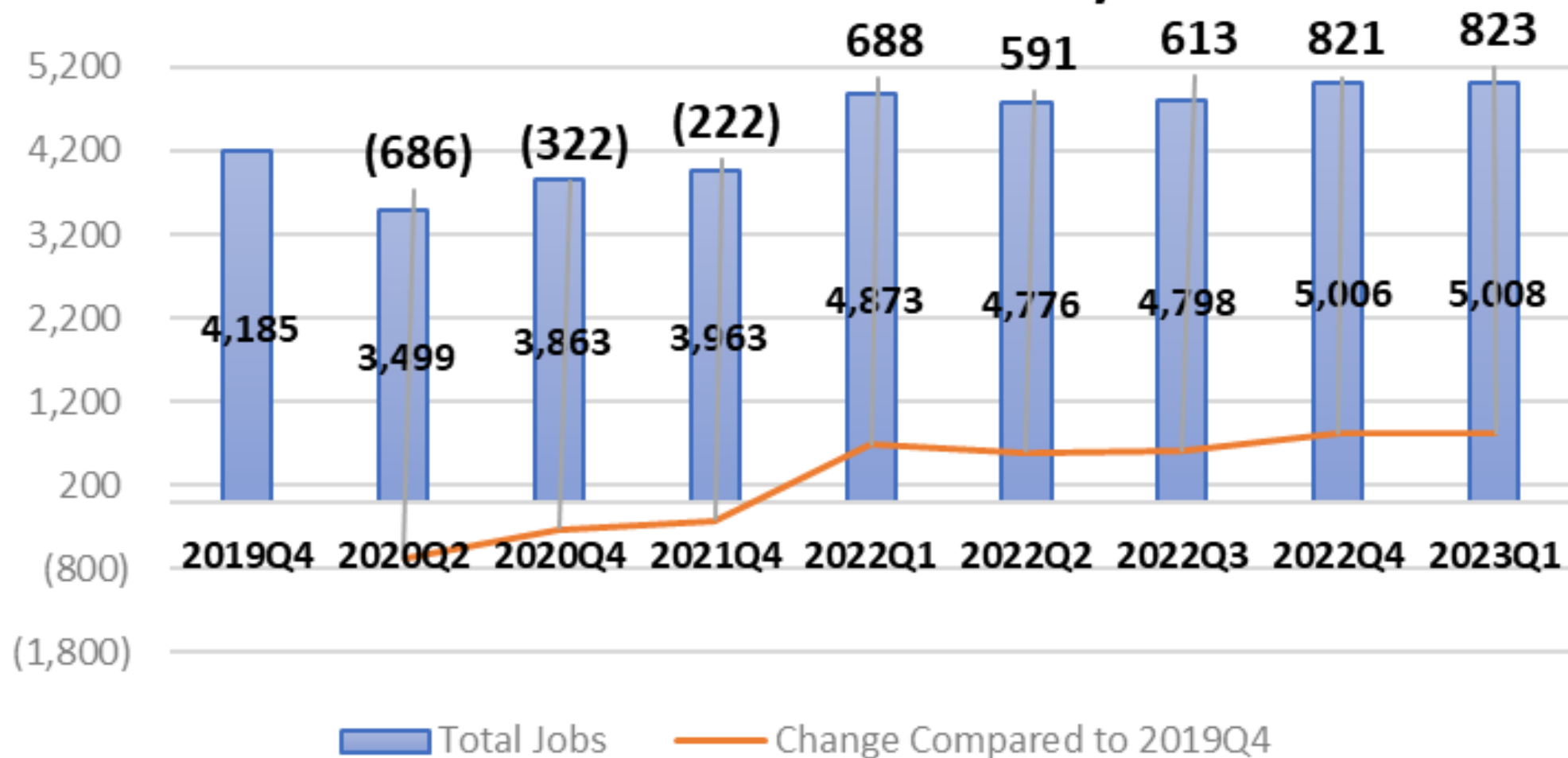
NH Employment Services Sector Pandemic Job Recovery



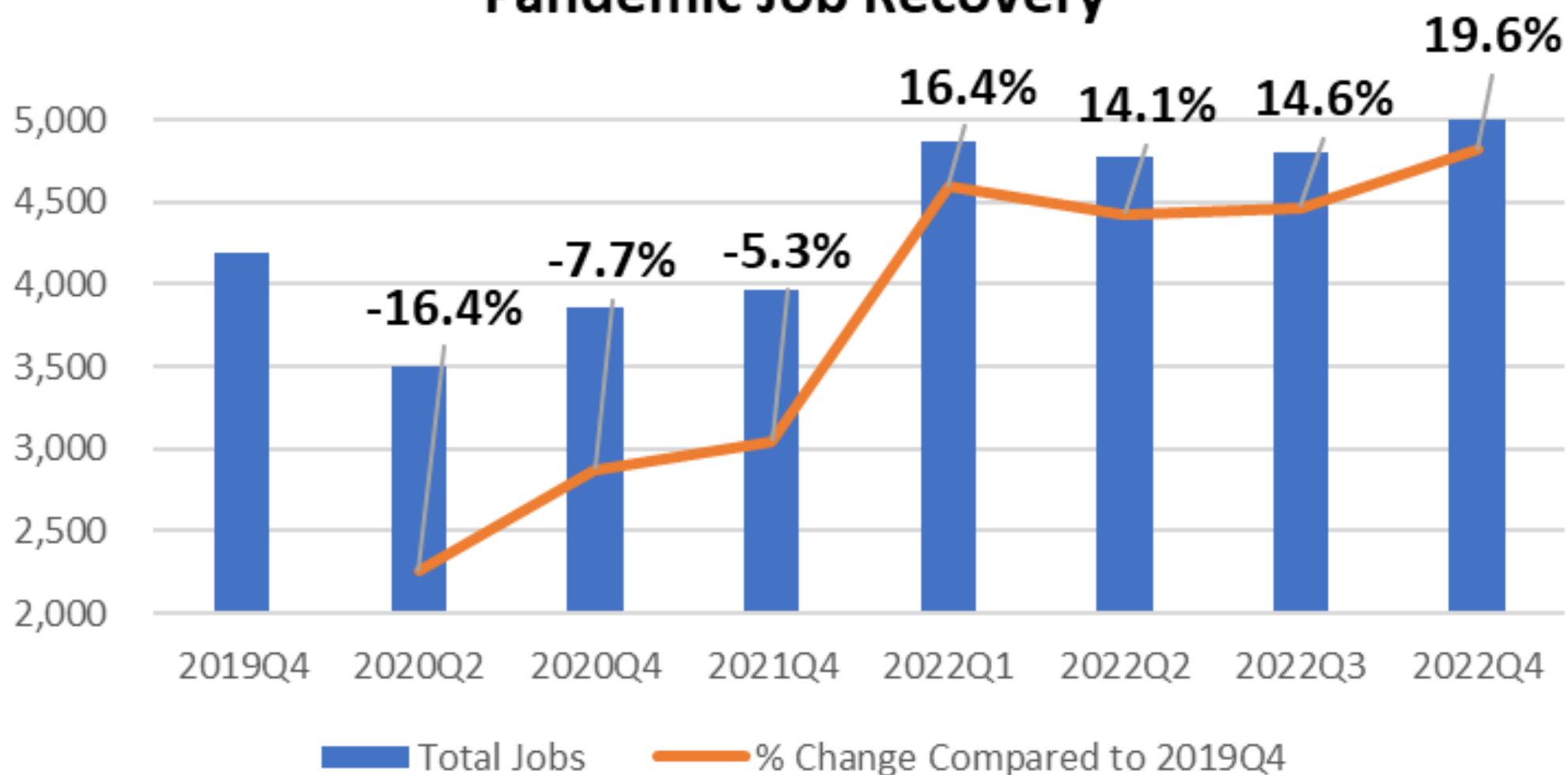
NH Employment Services Sector Pandemic Job Recovery



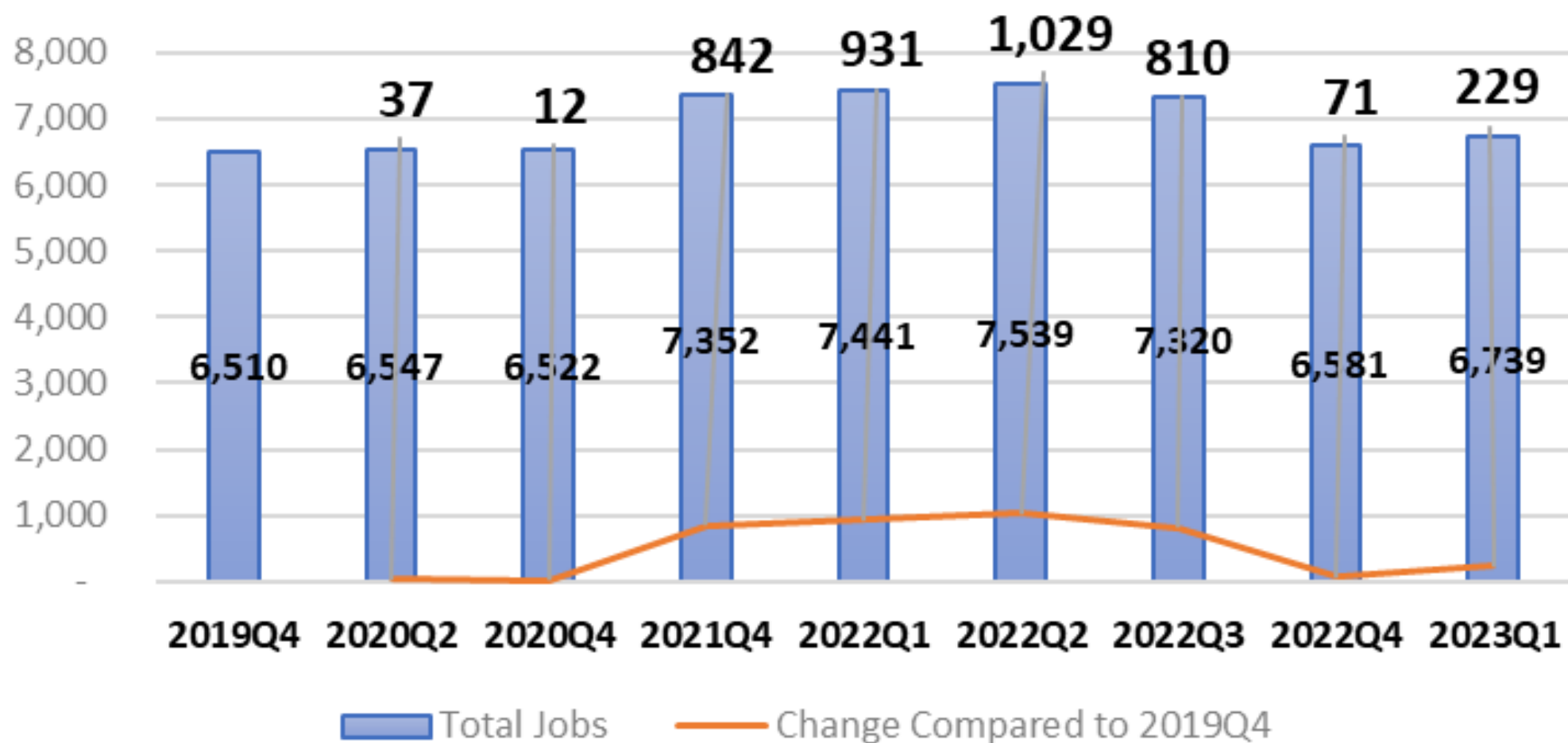
NH Health/Personal Care Stores Pandemic Job Recovery



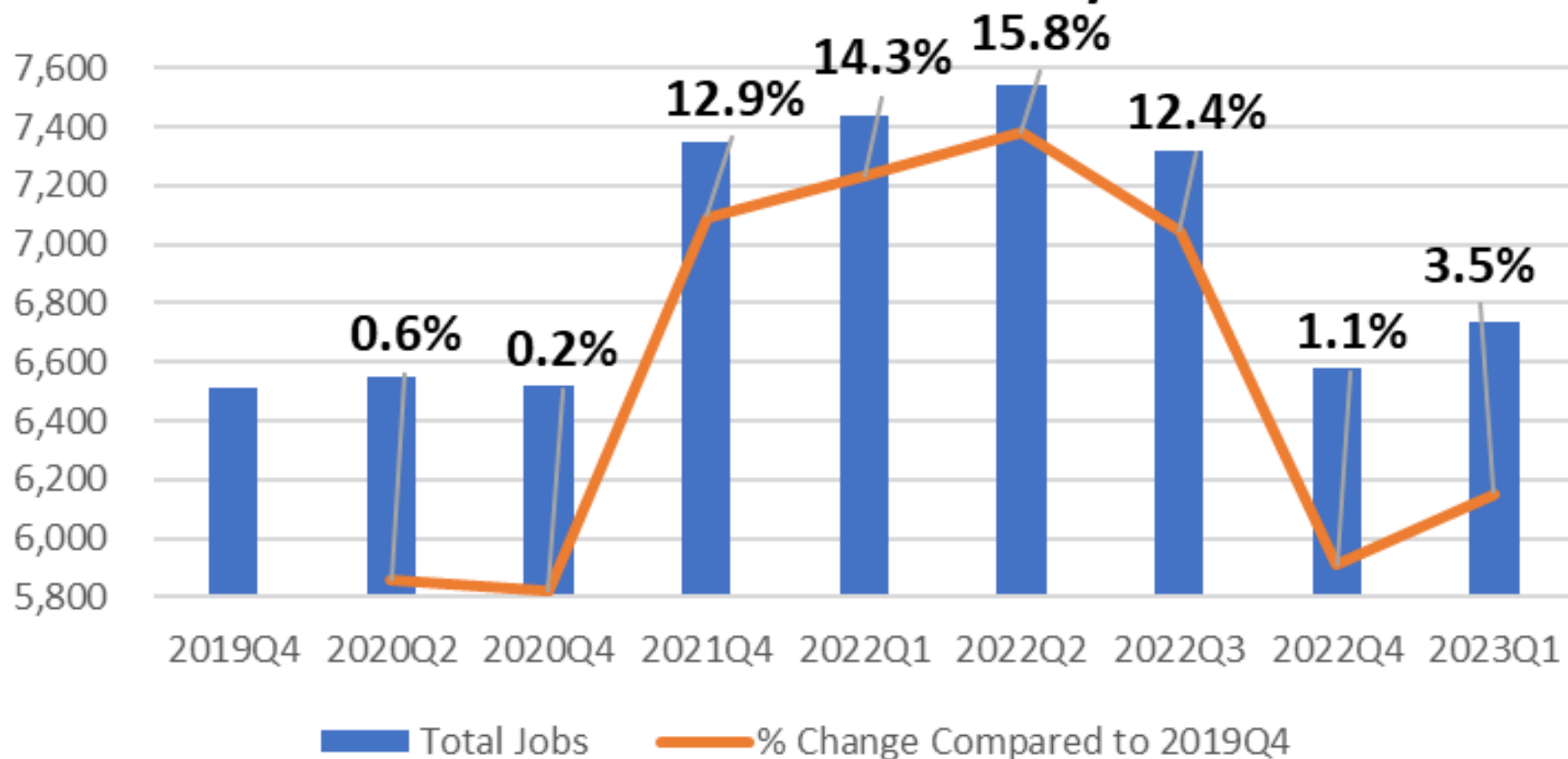
NH Health/Personal Care Stores Pandemic Job Recovery



NH Financial Investment Services Sector Pandemic Job Recovery

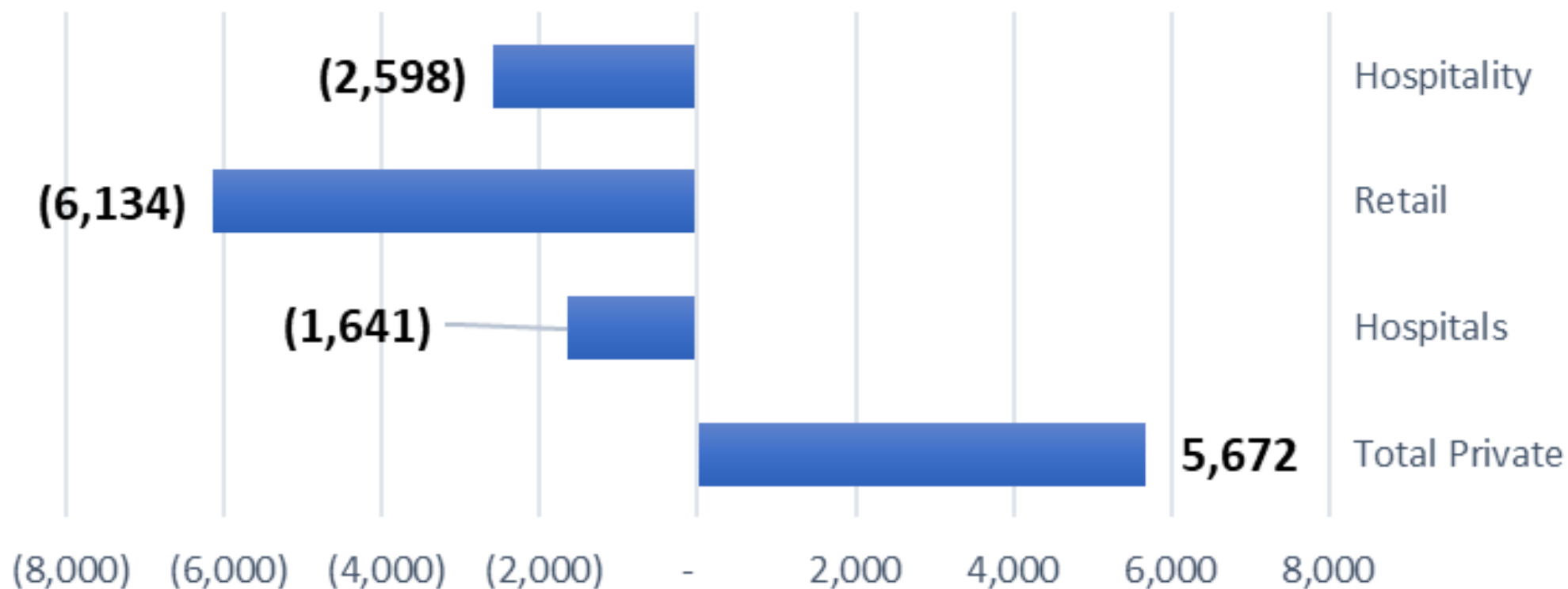


NH Financial Investment Services Sector Pandemic Job Recovery



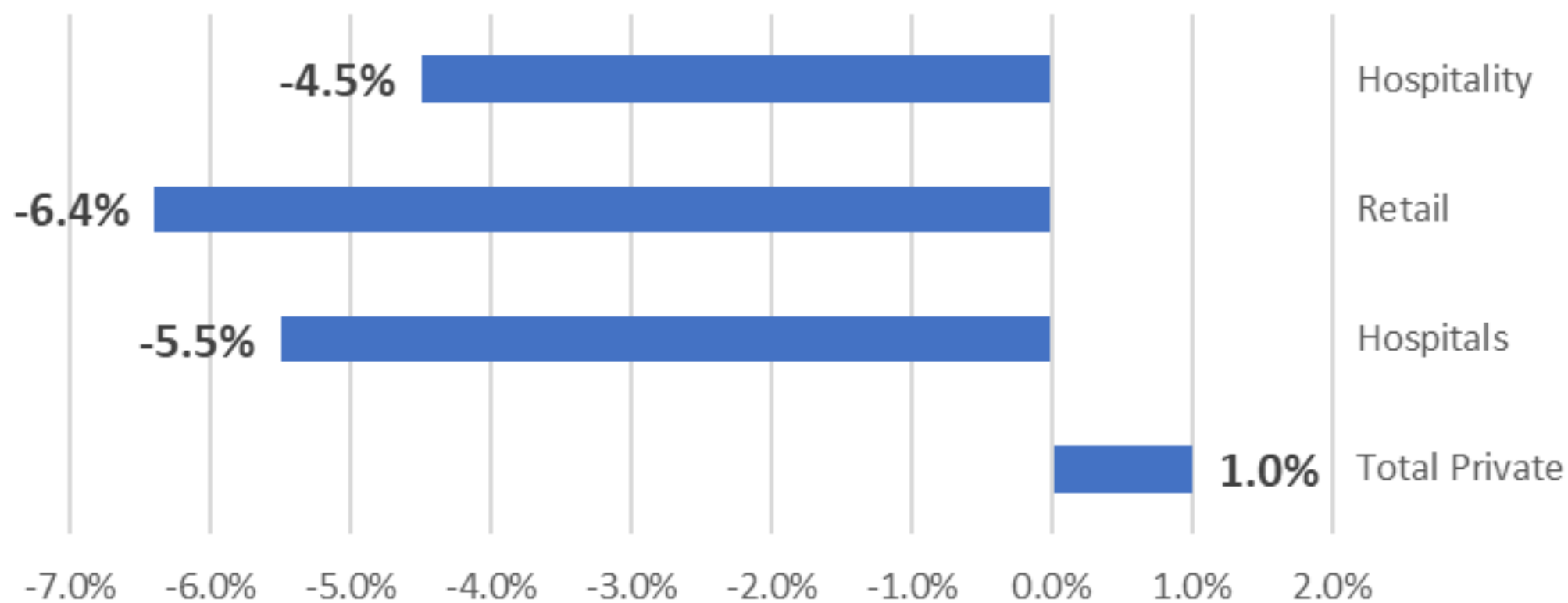
Hospitals compared to other sectors losing employment

■ Change Compared to 2019Q4

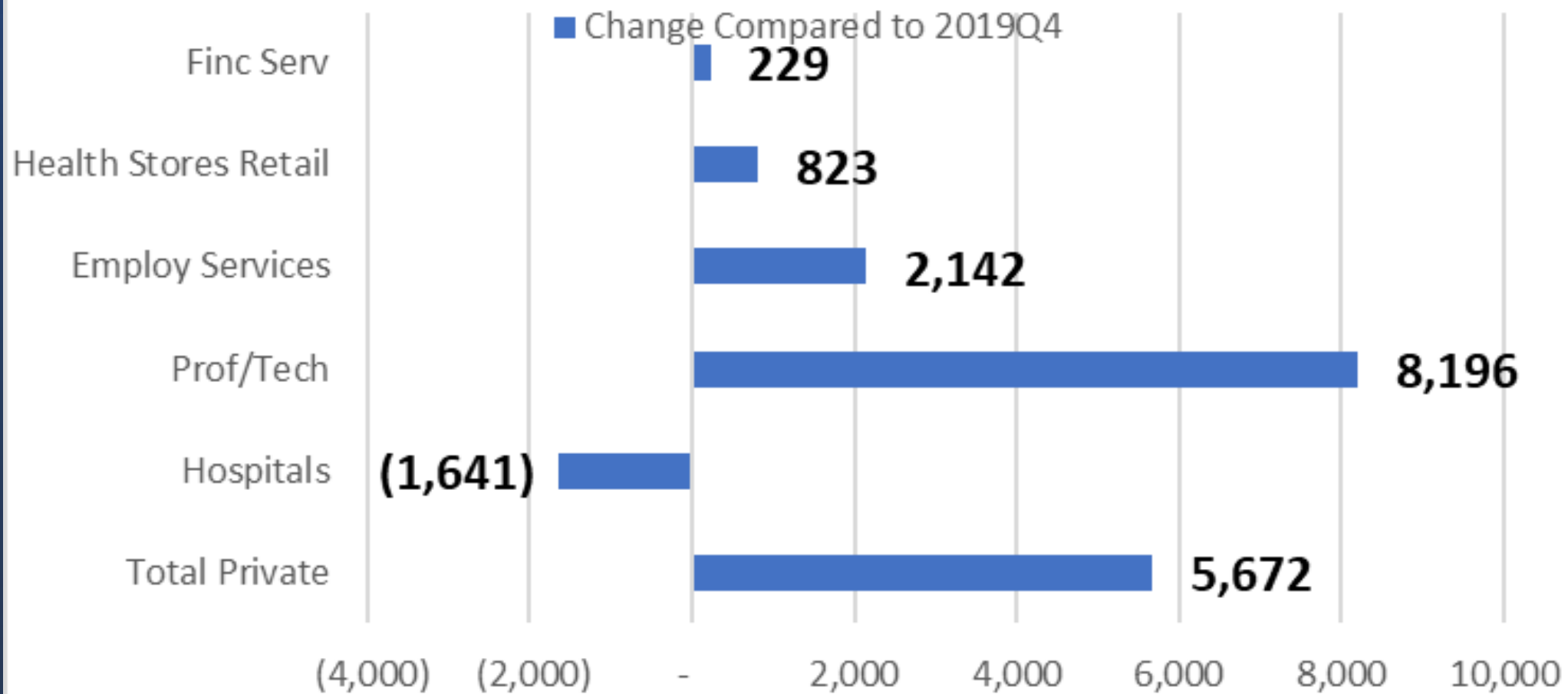


Hospitals compared to other sectors losing employment

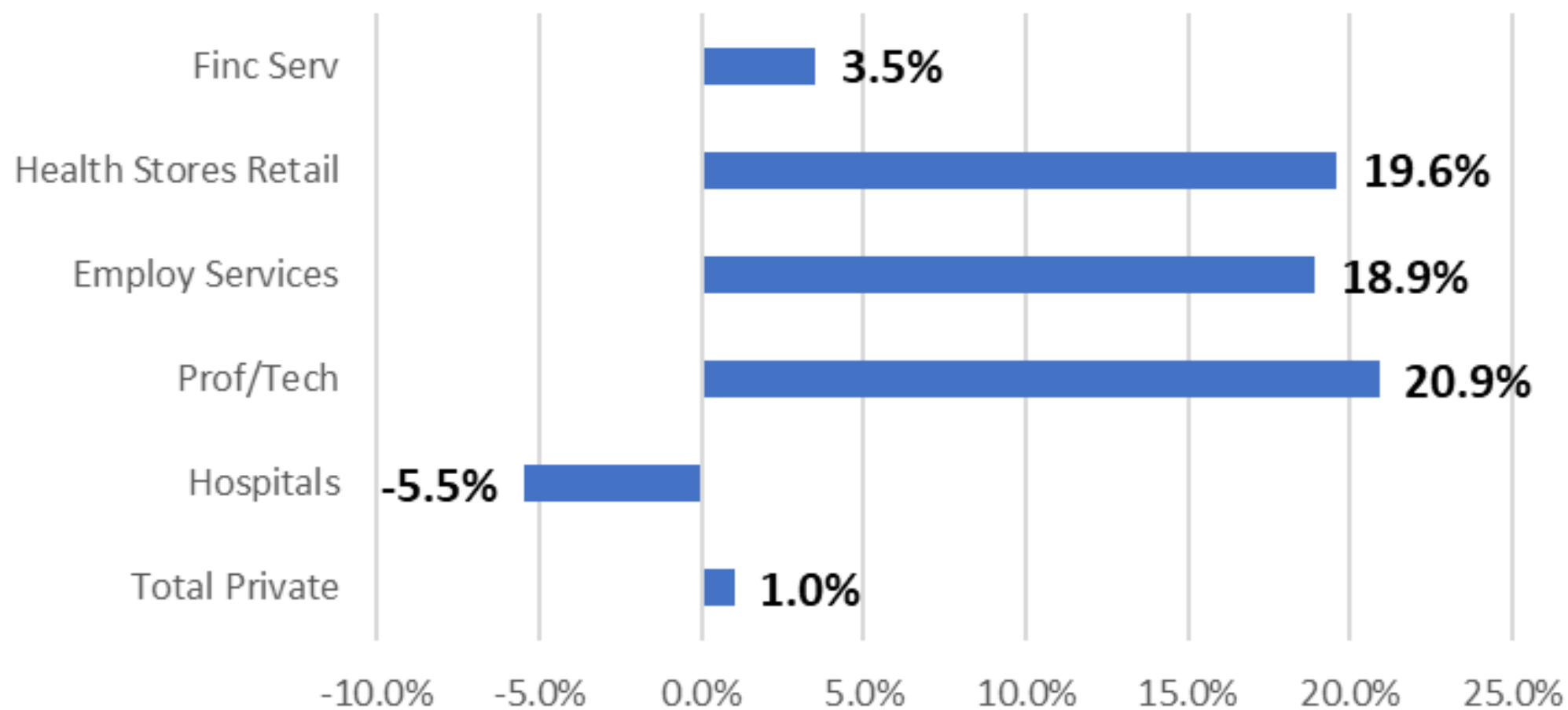
■ % Change Compared to 2019Q4



Hospitals compared to other sectors gaining employment



Hospitals compared to other sectors gaining employment

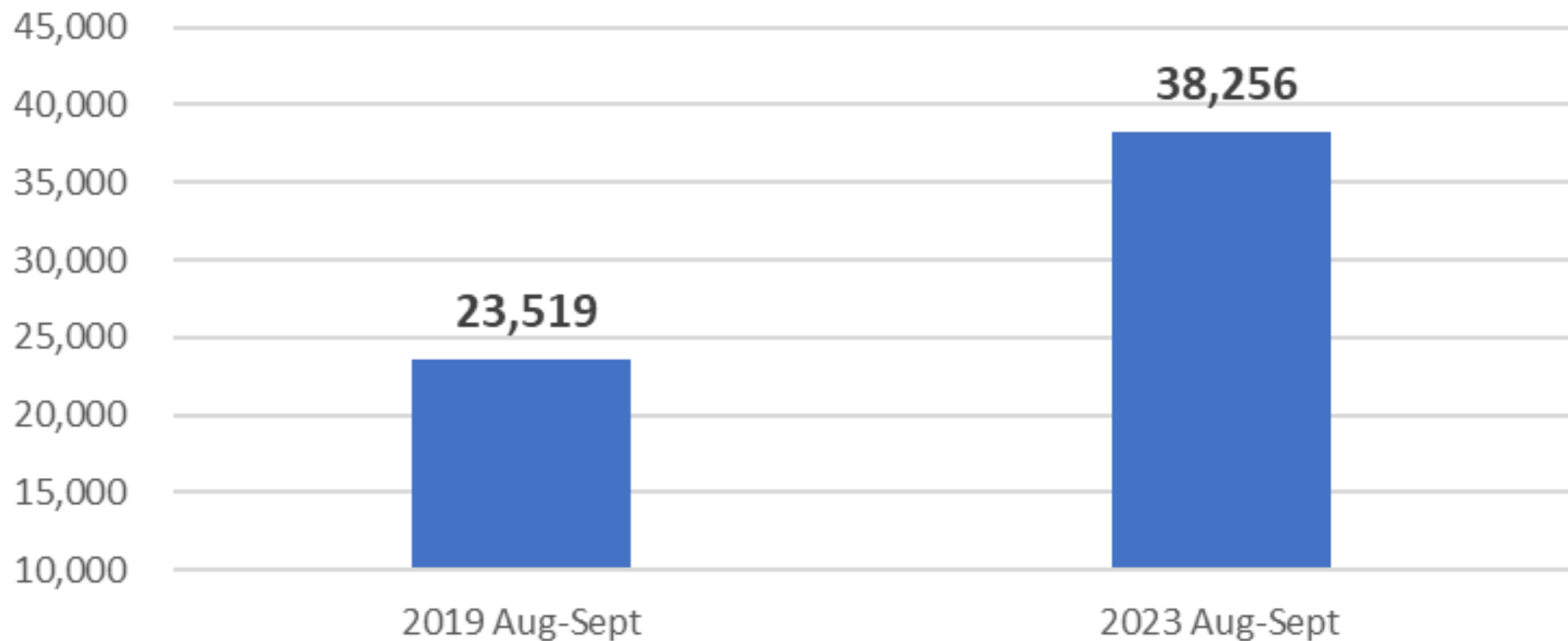


Workforce Demand

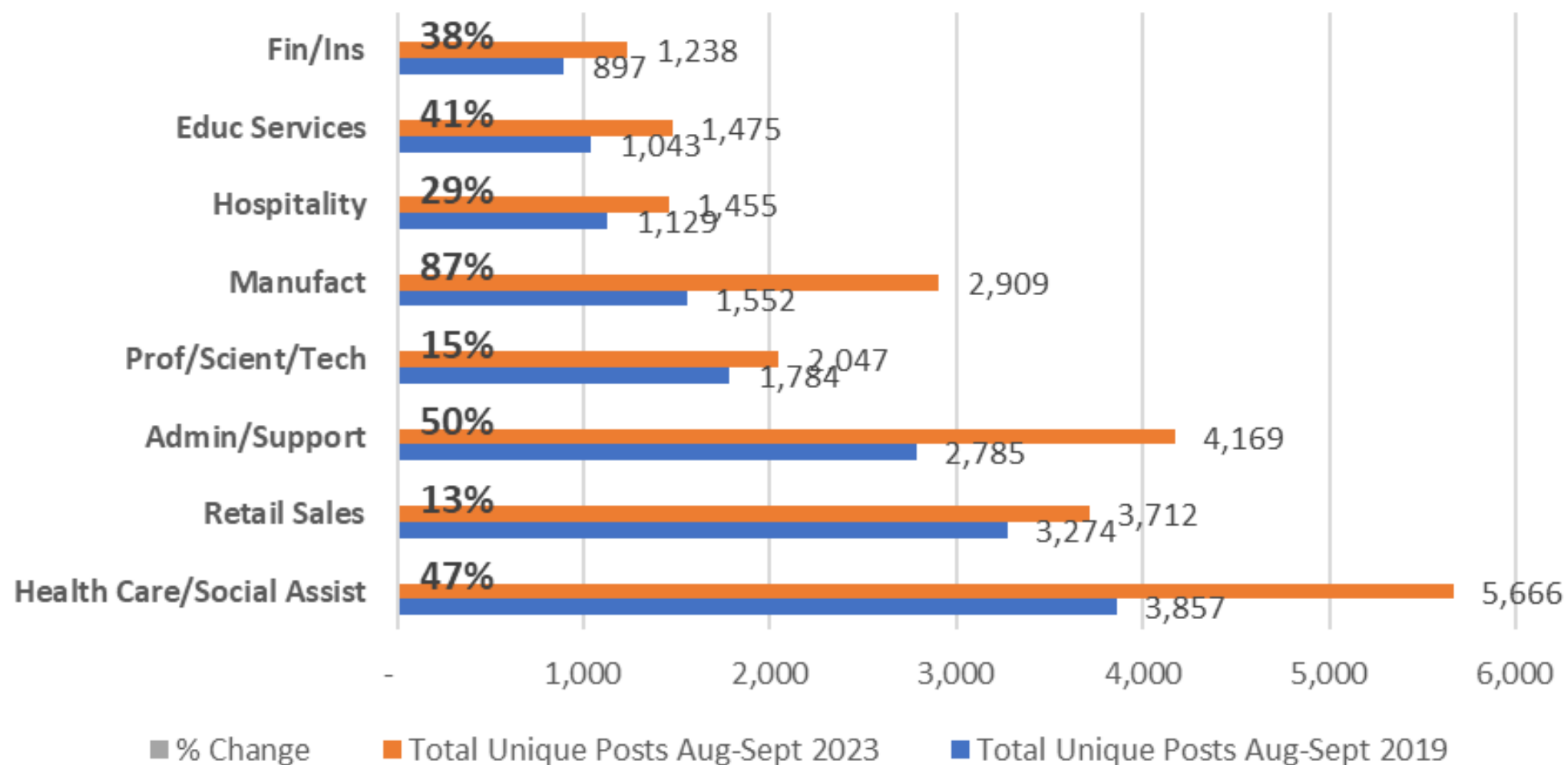
- What does demand look like for the private sector and specifically for health care employers compared to prior to the pandemic



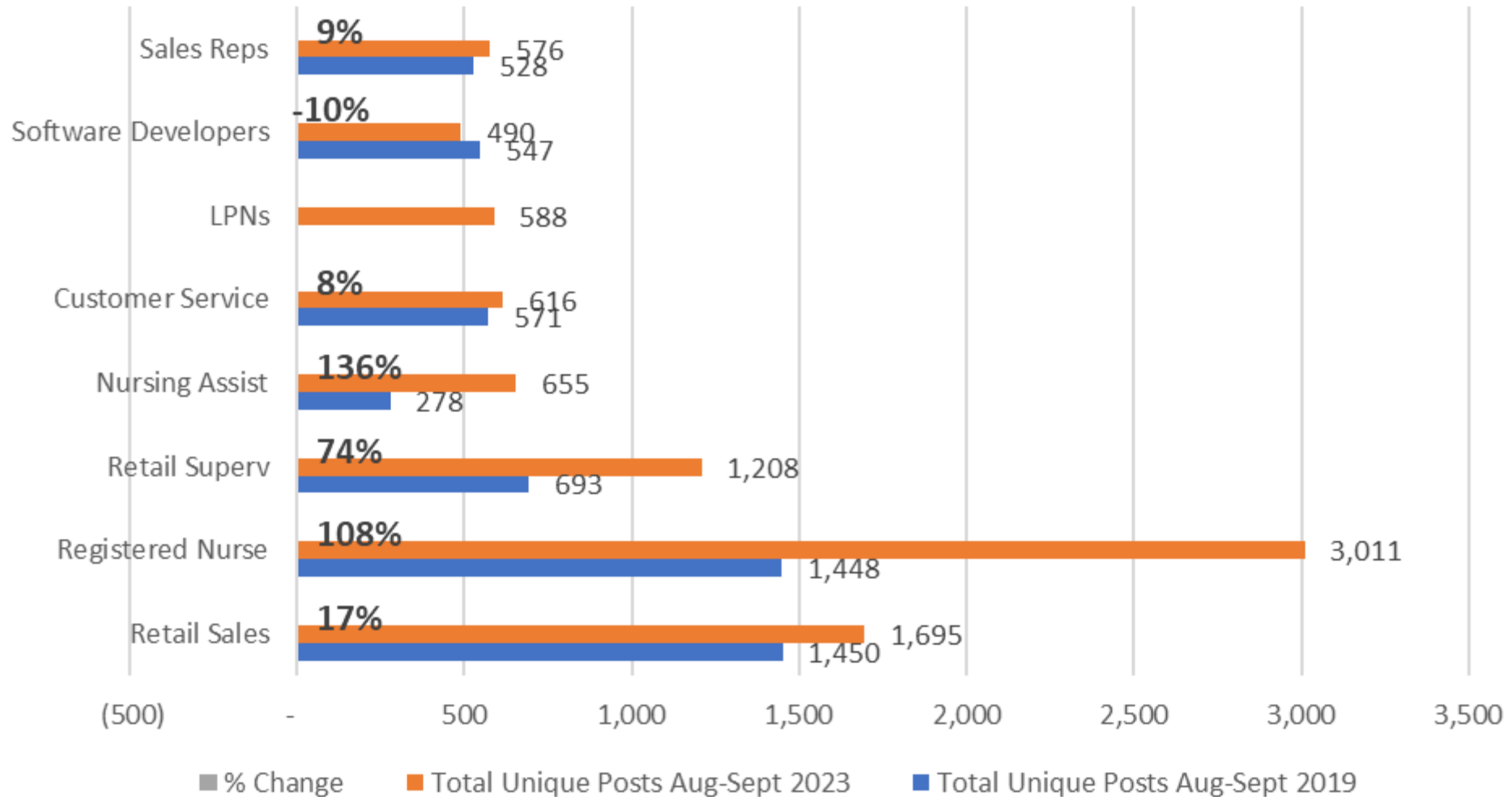
Total unique job postings increased by **63%** when comparing Aug-Sept 2019 to Aug-Sept 2023. This has been the trend for all of 2023.



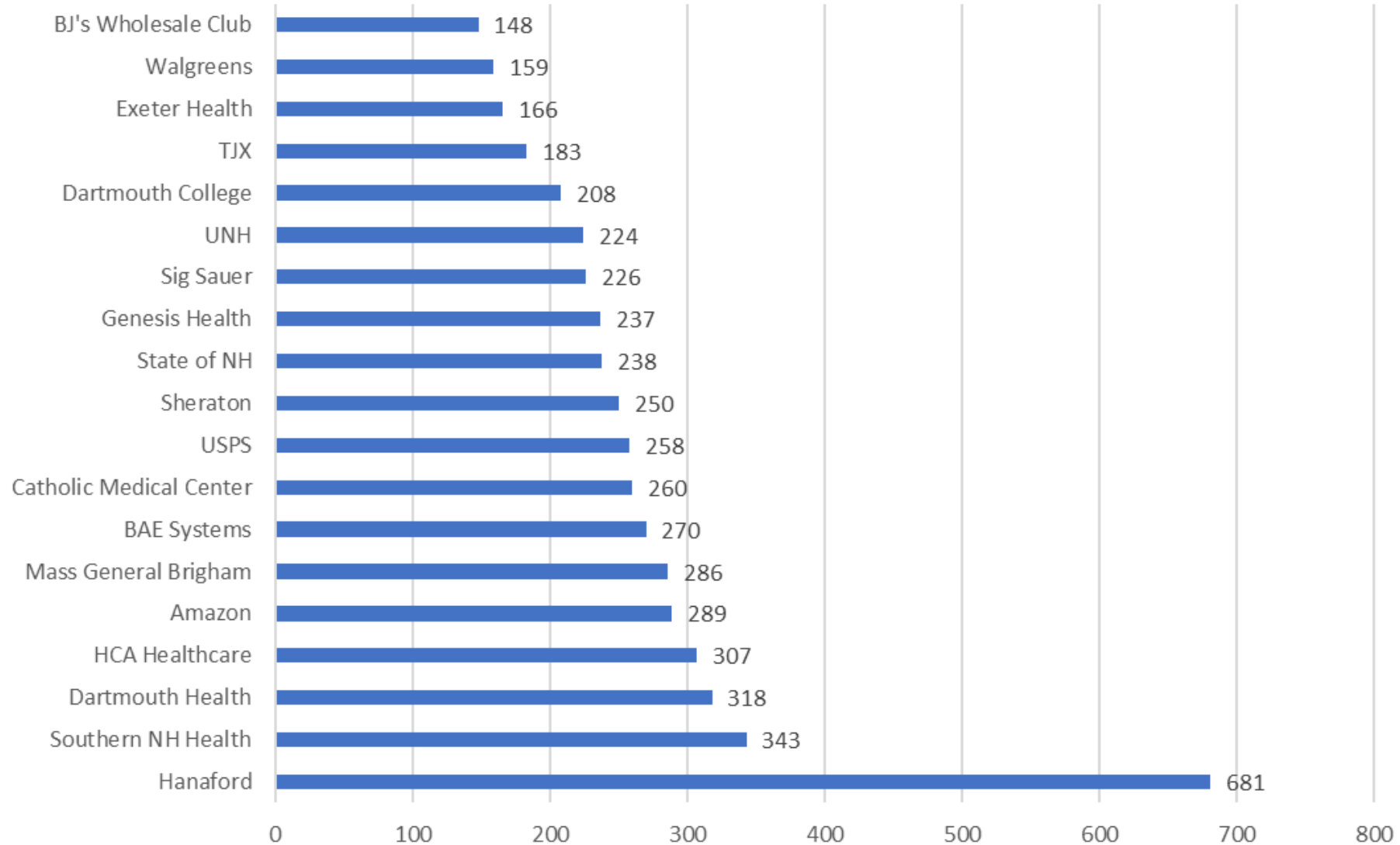
Top posting employment sectors % change from 2019-2023



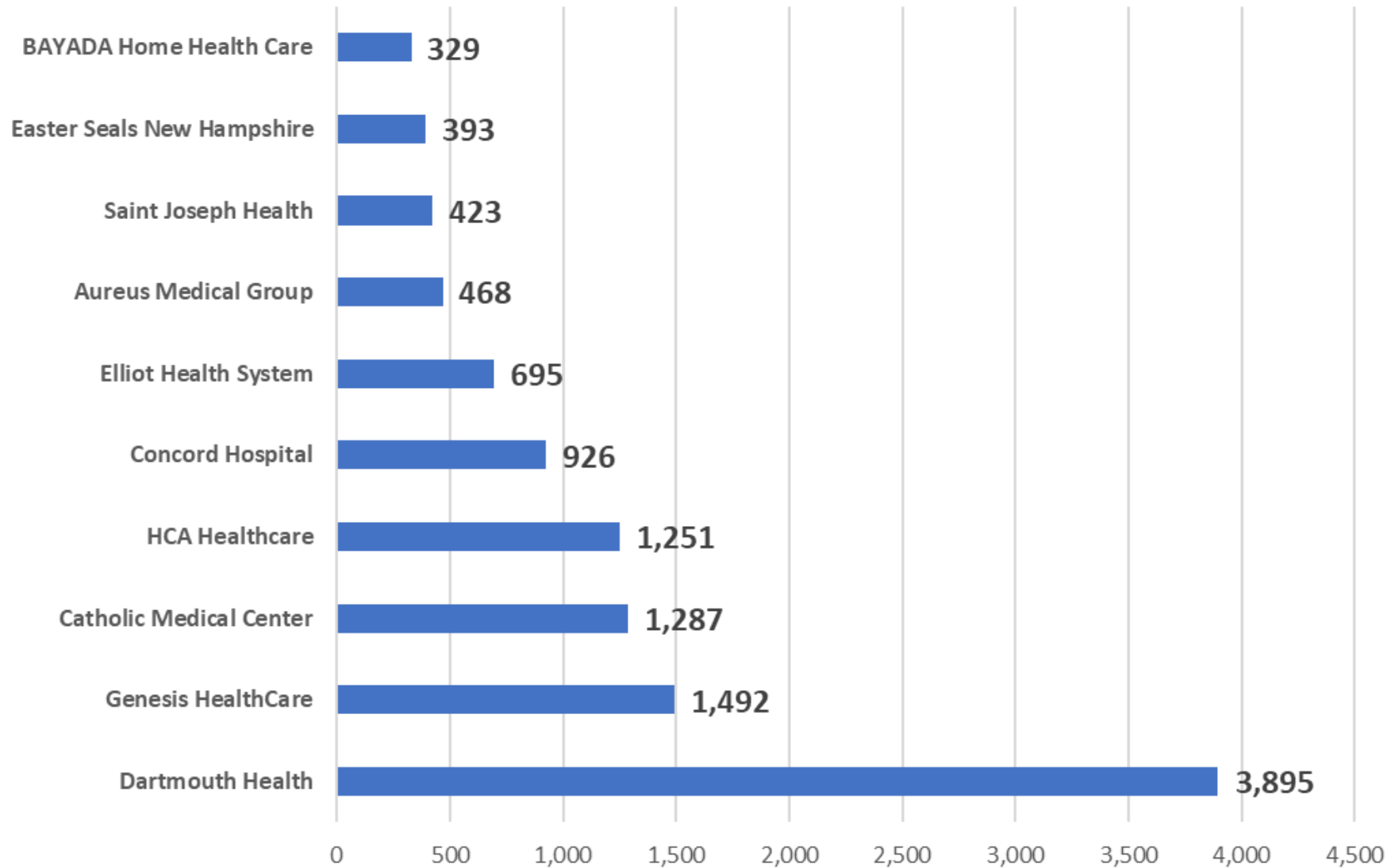
Top posting occupations- health care and those in competition with health care



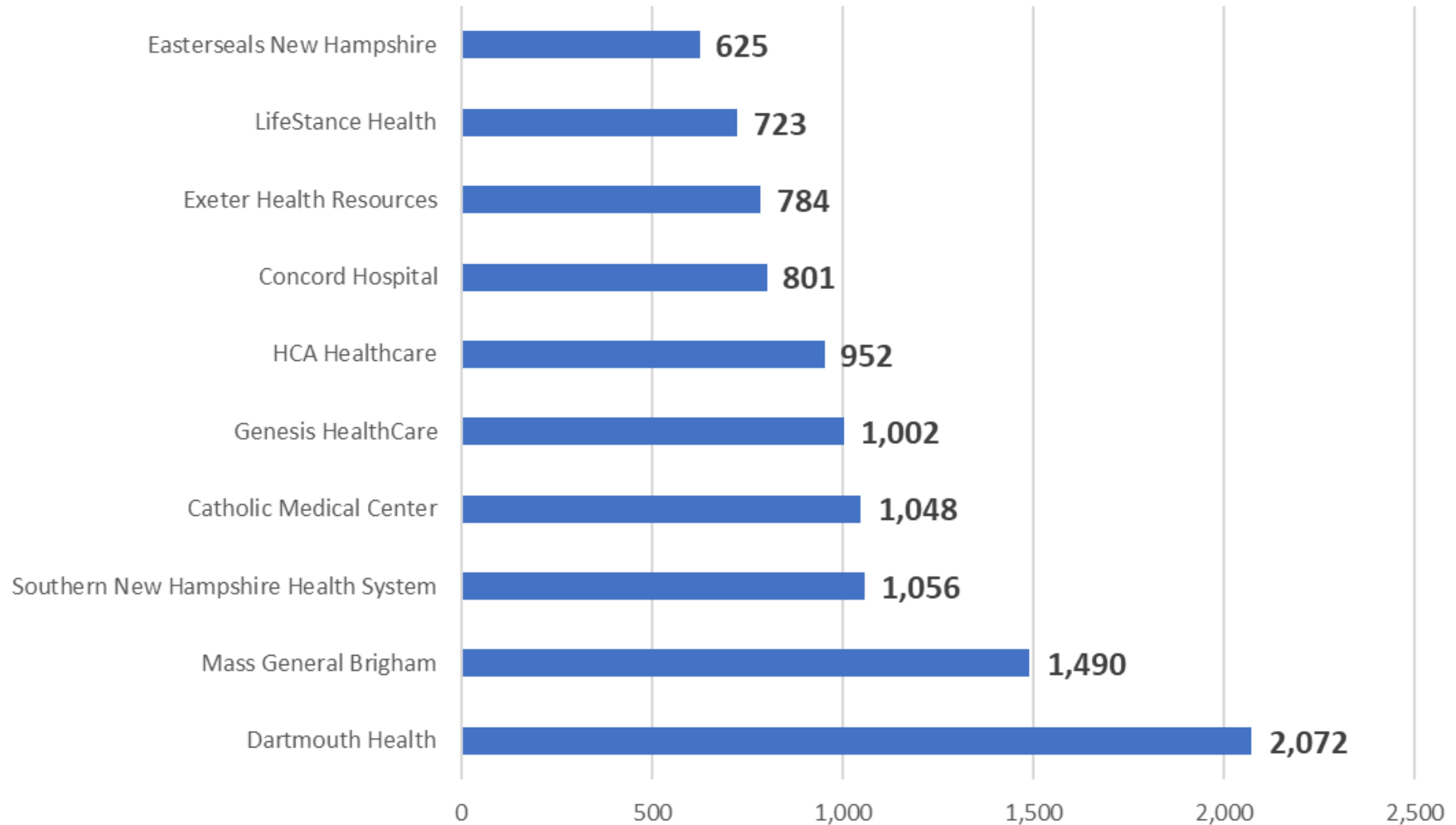
Employers with most job postings in Aug-Sept 2023



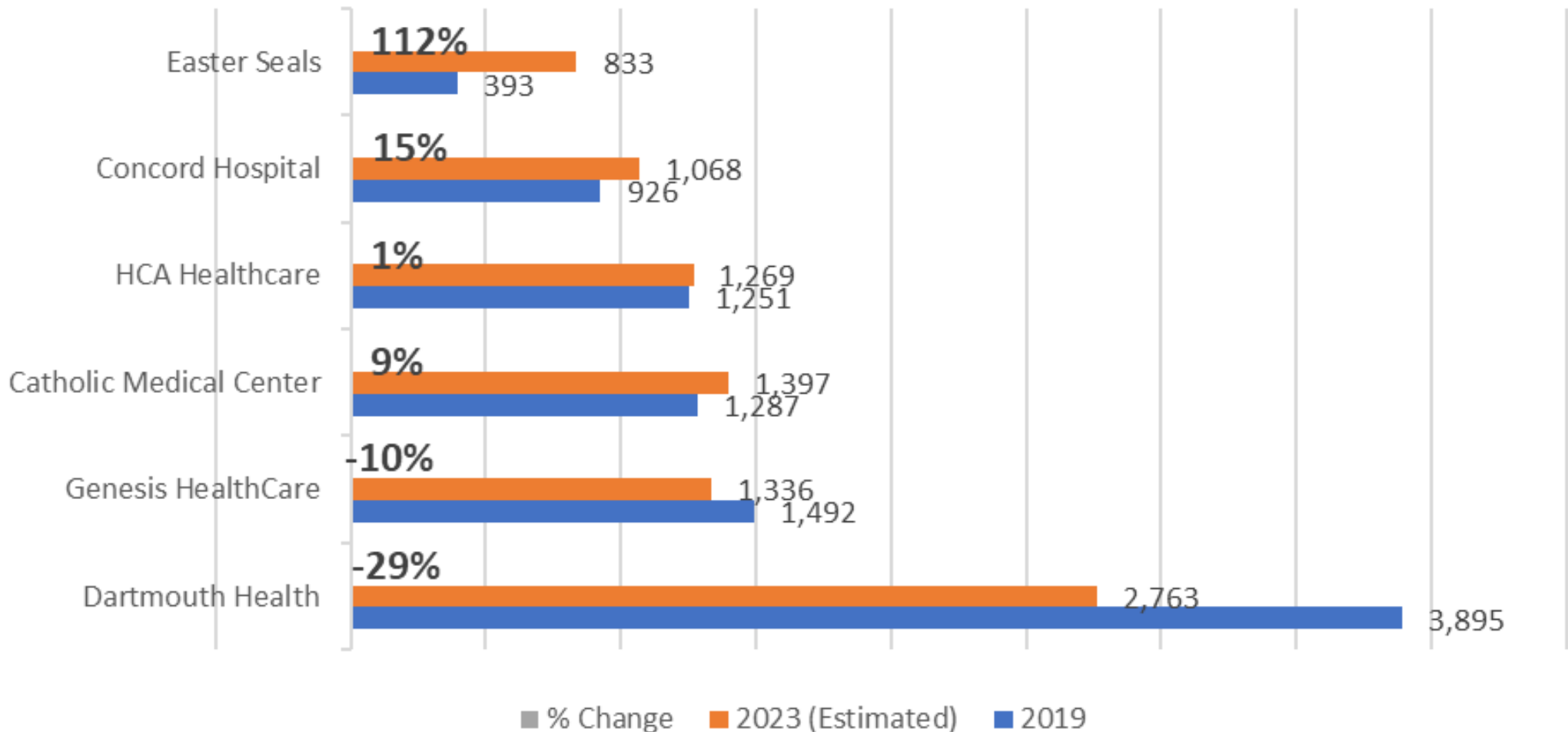
Top 10 health care employers with the most job postings in 2019



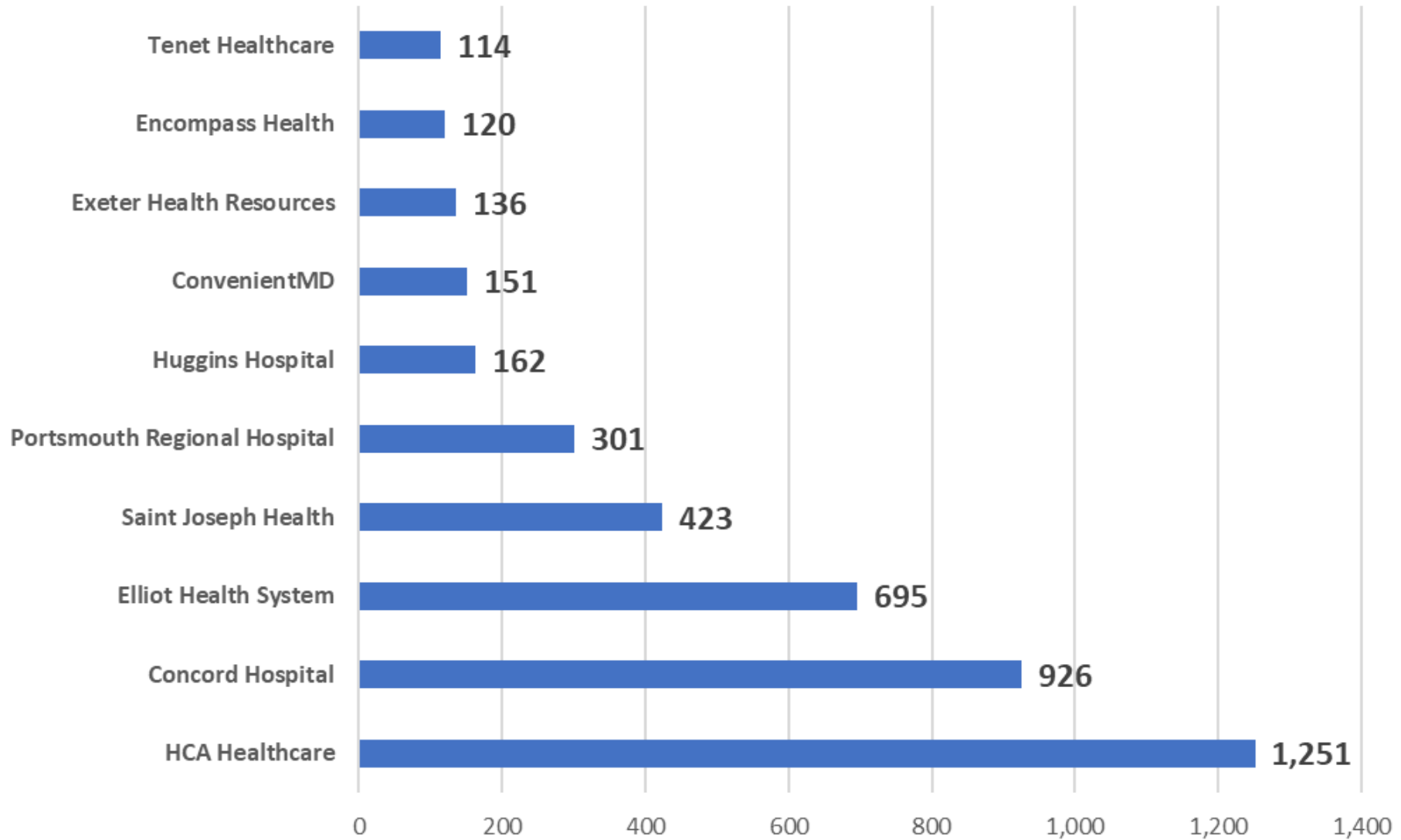
Top 10 health care employers with most job postings in 2023 through September



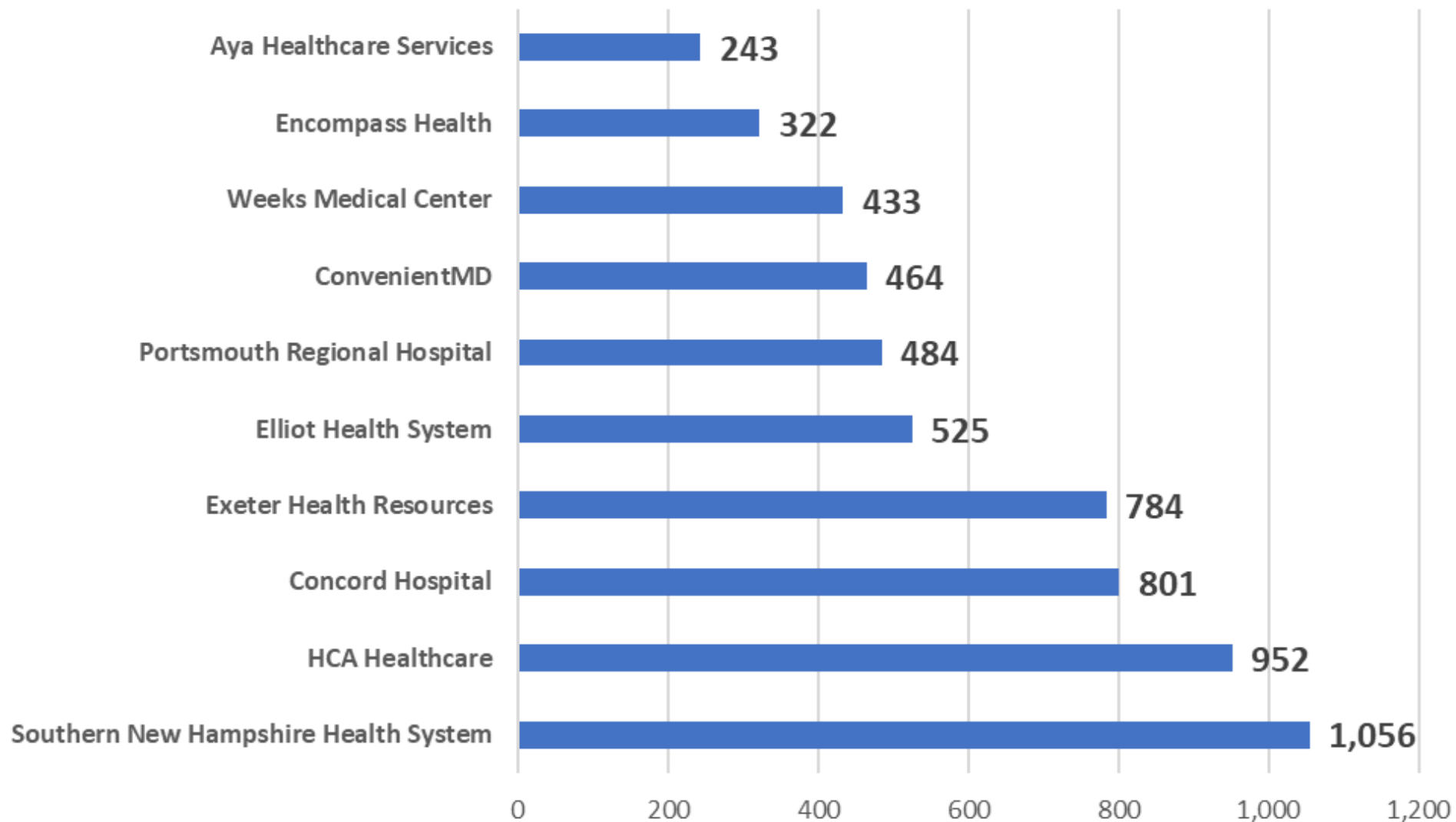
Comparison of health care employers in top 10 in 2019 and again in 2023



NH Hospitals with most job postings in 2019



NH Hospitals with most job postings in 2023 through September



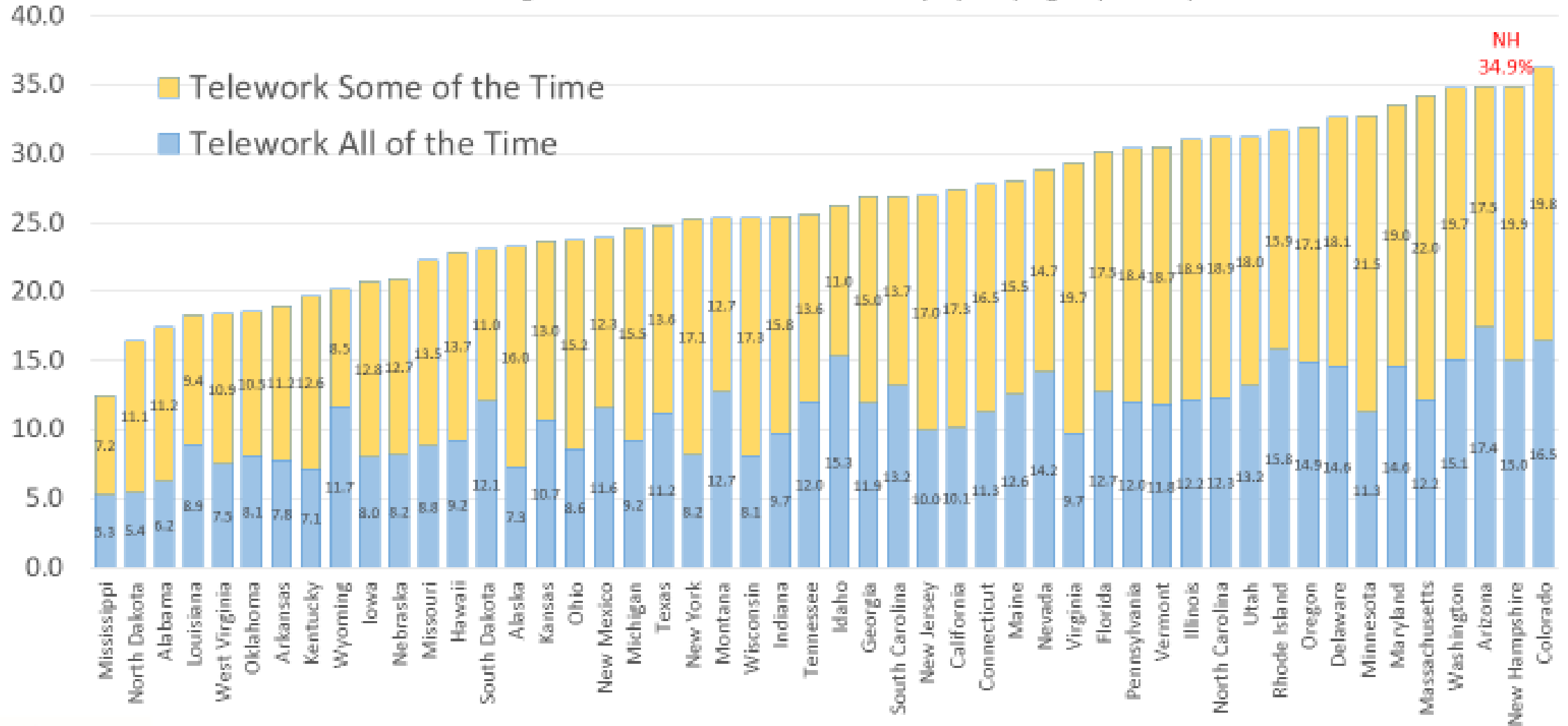
Workforce Changes and Challenges

- Increase demand for remote work
- Increased availability of remote work
- Salary Pressures
- Increased demand for Paid Benefits
- Increased demand for Flexible Schedules
- Increased Competition

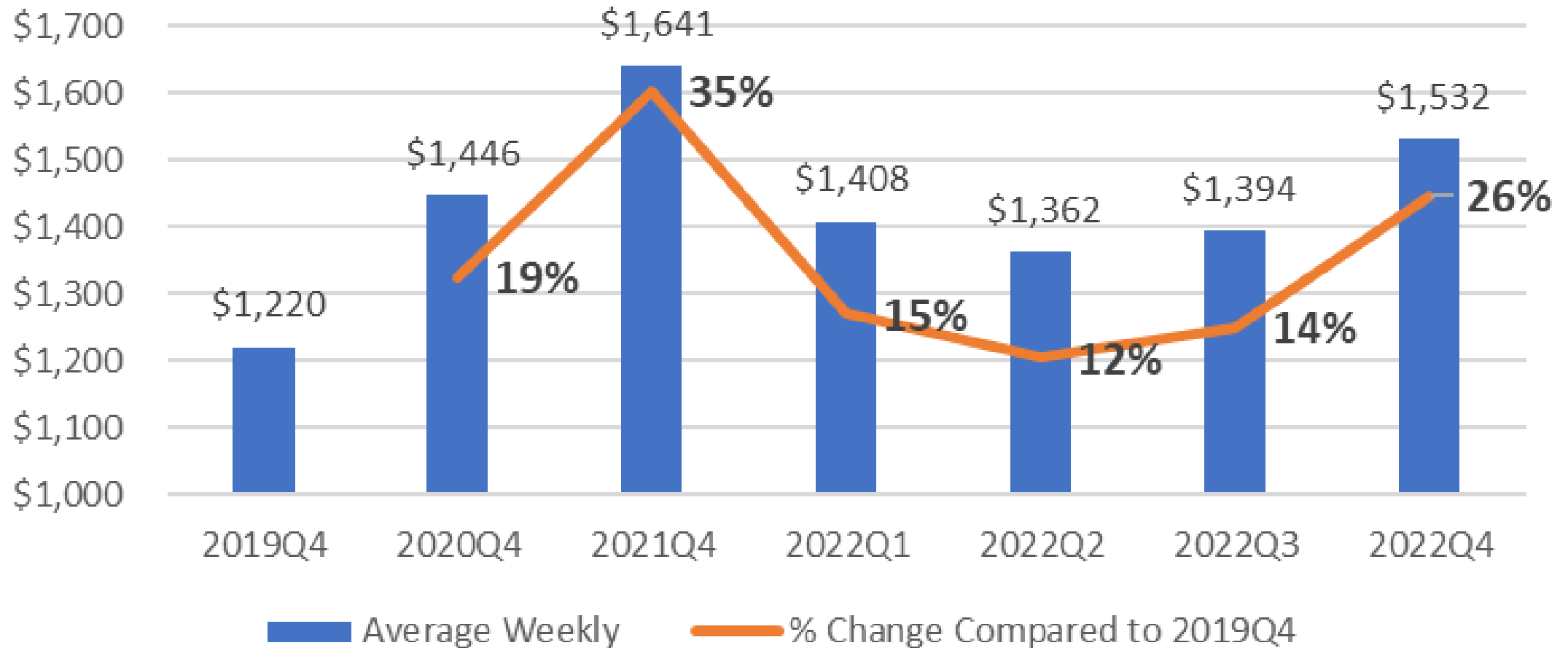


New Hampshire Employers Have Among the Highest Rates of Telework Options for Employees

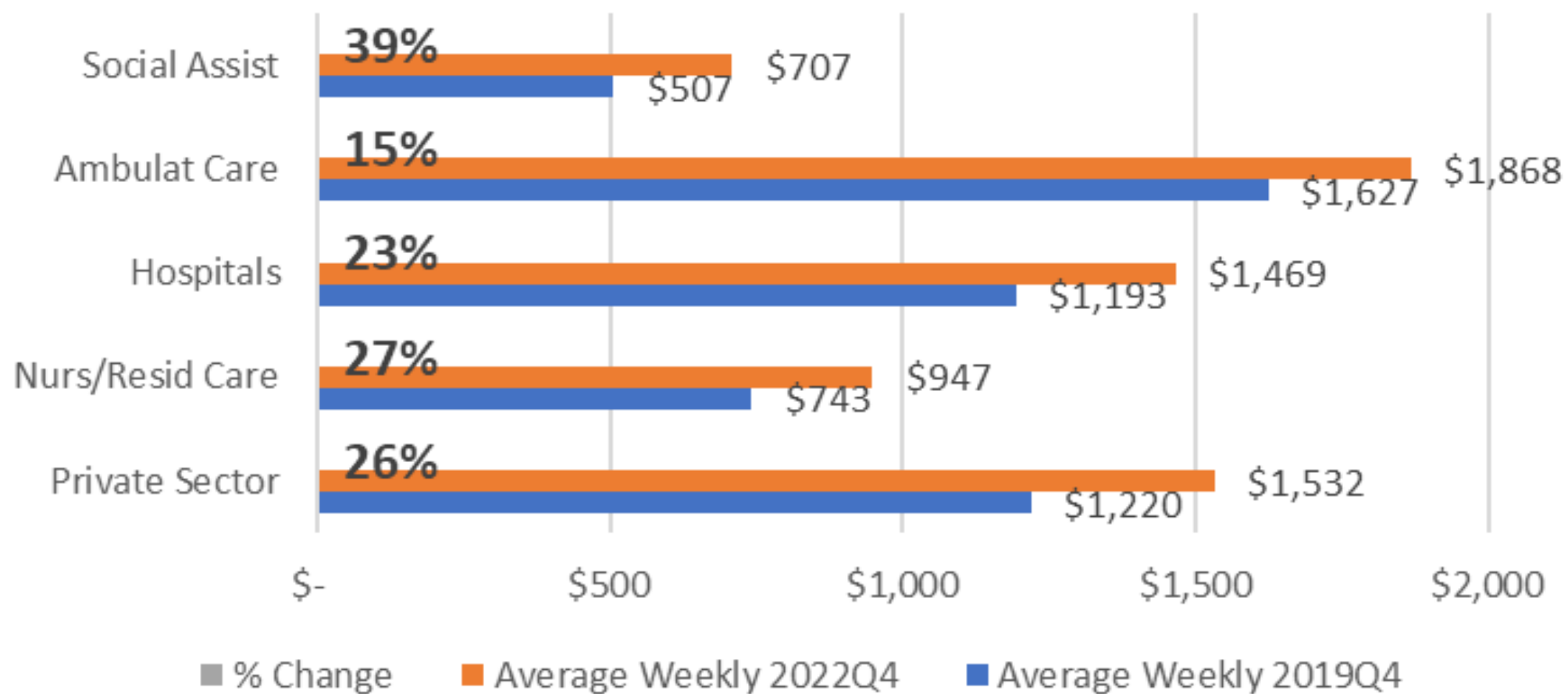
Percent of Organizations That Offer Telework to Employees (Aug.-Sept. 2022)



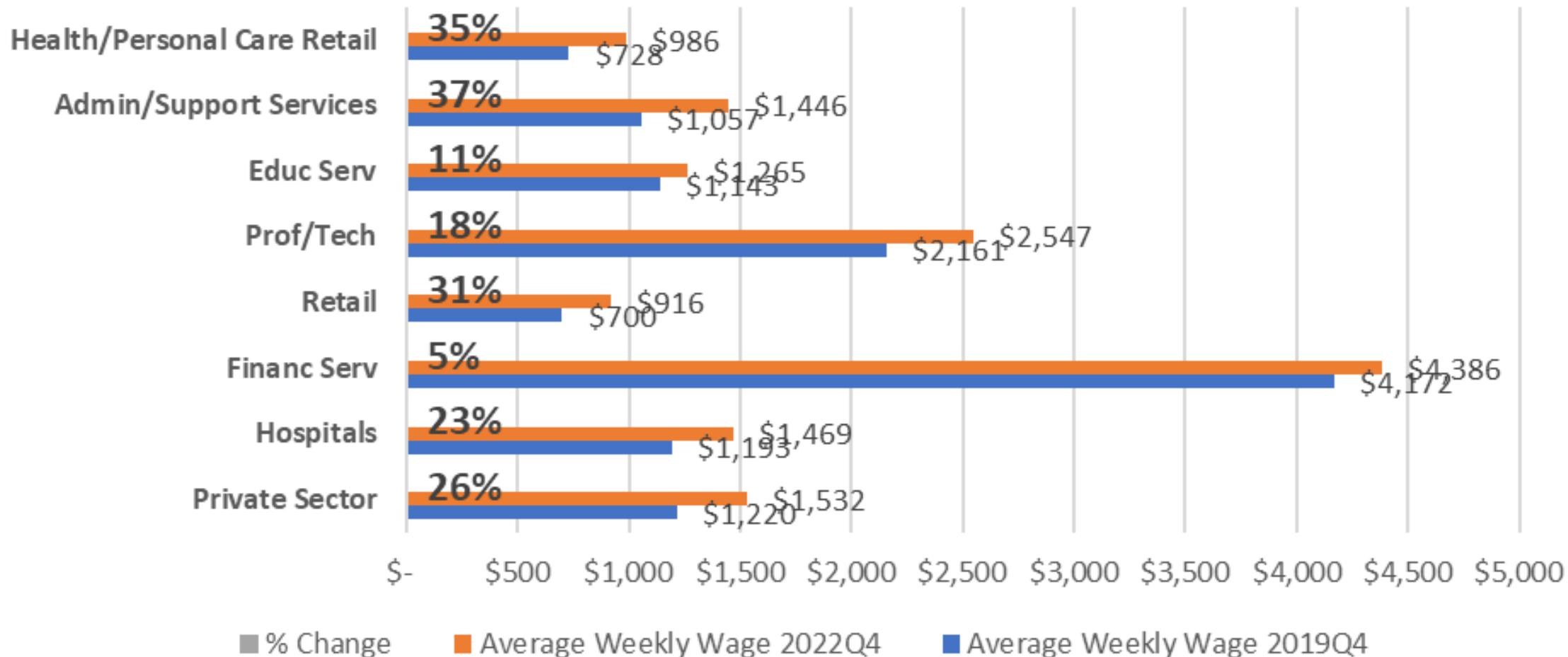
NH Private Sector Wage Growth Following Pandemic- % Change



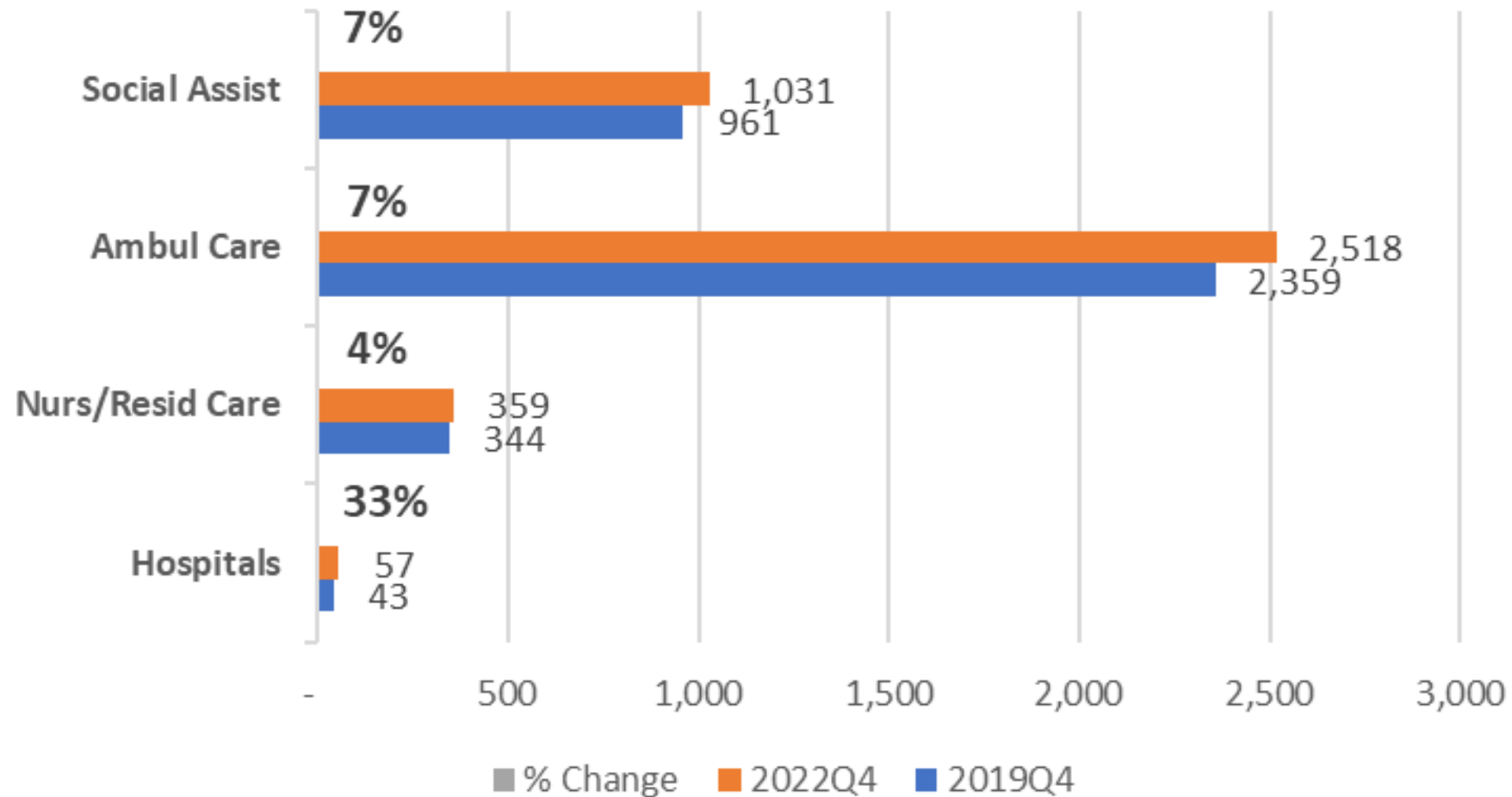
Change in Average Weekly Wage by Health Care Sector



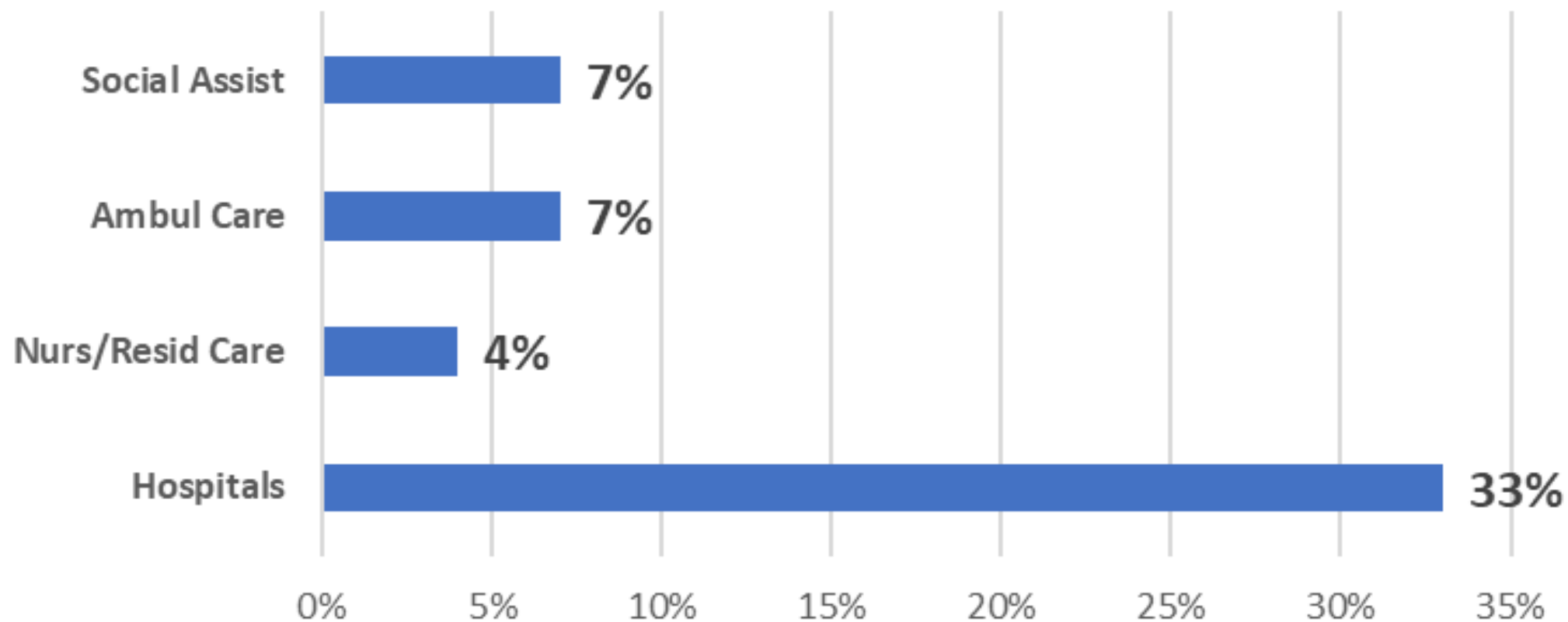
Change in Average Weekly Wage For Health Care and other Sectors



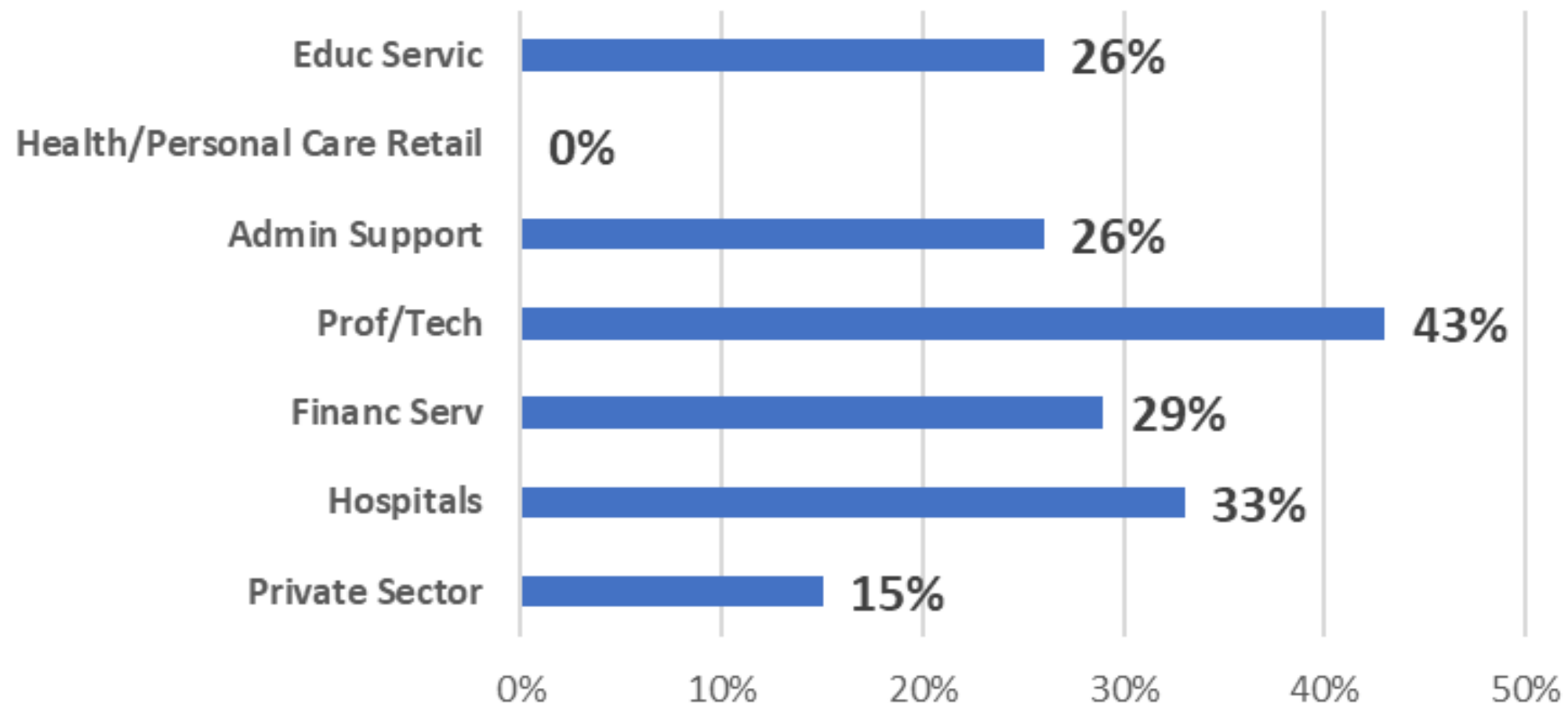
Changes in Competition- Growth in number of employer establishments by health care sector



**Just looking at % change from 2019Q4 to
2022Q4 in number of employer establishments
by health care sector**



% Change in employer establishments from 2019Q4 to 2022Q4



Surveys show employees want more opportunity for better work/life balance

Employee views of what employers should offer on account of working arrangements with limited flexibility

53%	Increase pay
41%	Increased paid time off
25%	A wider array of benefits
25%	More employee well-being programs and initiatives
19%	Caregiver benefits
16%	Transport or commuter benefits and subsidies
15%	More social activities
9%	Increase unpaid time off



Beyond flexibility, paid and unpaid leave is the top benefit that would improve well-being, according to 81% of employees. The potential upside is clear in the employees who are satisfied with employer-provided leave programs are:

2x

as likely to be satisfied with the job they have now


1.8x

as likely to intend to be in their role for at least one year

• MetLife's 20th Annual 2022 US Employee Benefit Trend Study Report



Available to all NH employers!

- Provide voluntary paid family and medical leave benefits for your employees
- Improve your workforce recruitment and retention strategies
- Affordable, fully insured, and fully administered by  **MetLife**, a national leader in workplace benefits
- Paid leave for your employees to cover common life events like:
 - the birth of a child
 - caring for a family member, or
 - out-of-work injury
- Receive BET tax credit for **50%** of all premiums paid by the employer

To learn more go to
www.paidleave.nh.gov
or call 1-866-595-PFML (7365)

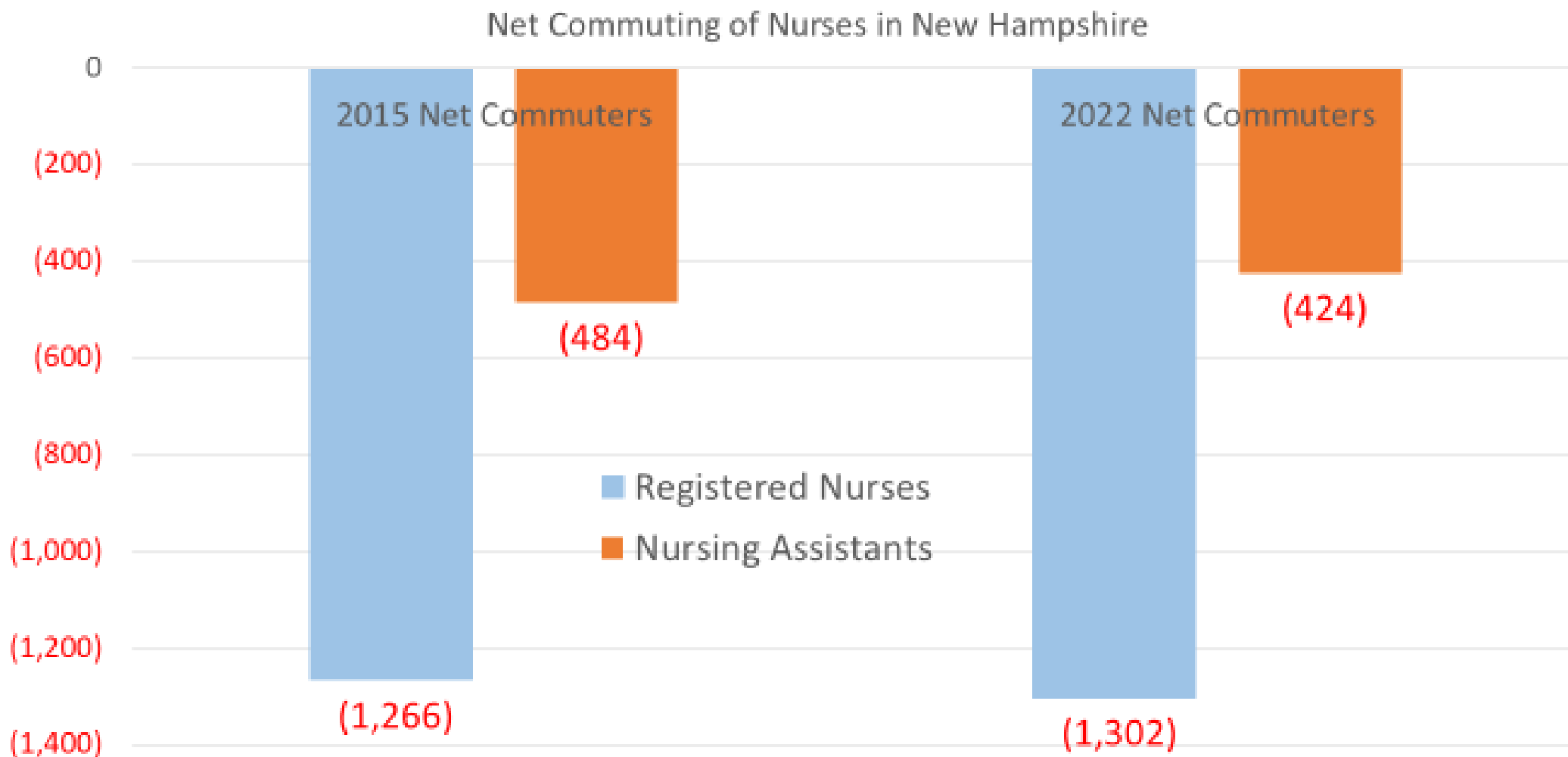
It Recruits. It Retains. It Pays.

Future Opportunities to Grow Hospital Workforce



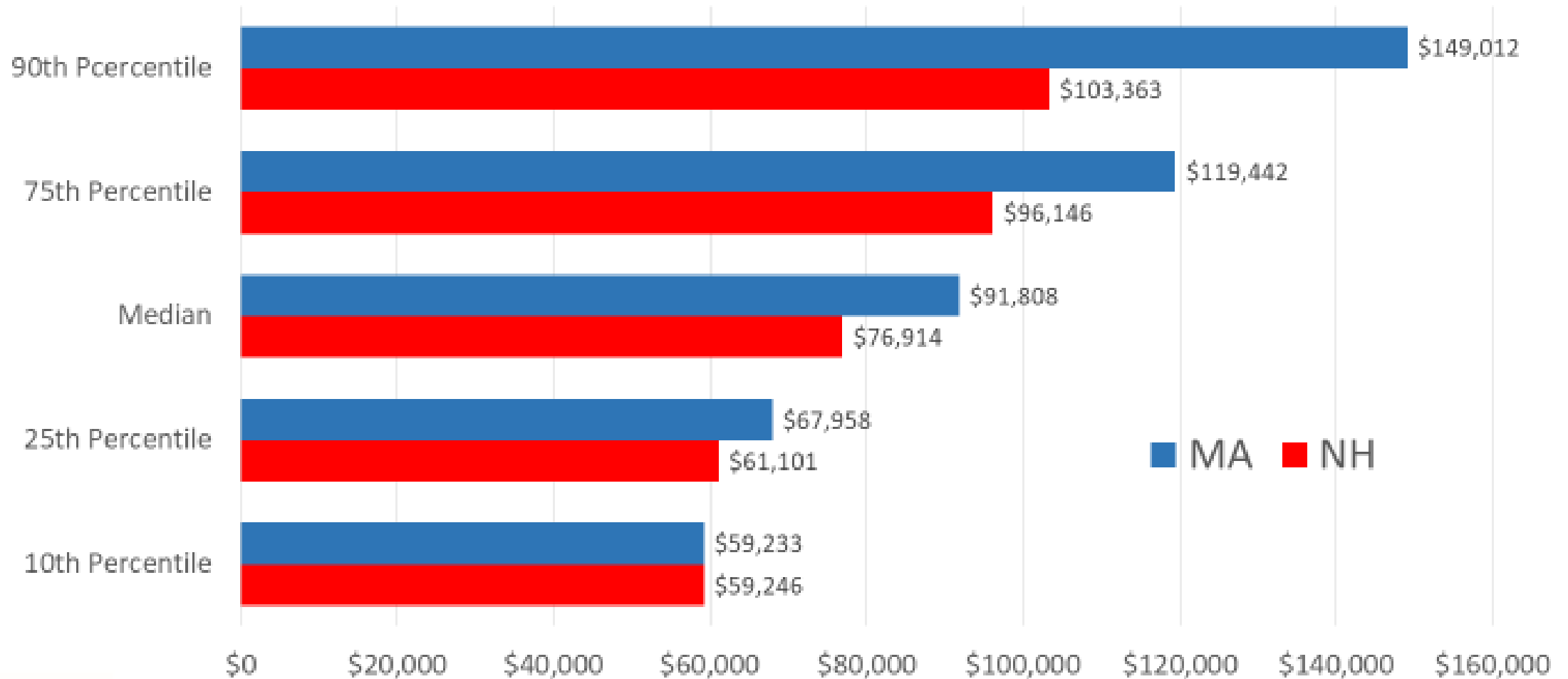
- Student Loan Forgiveness
- Increase recruitment from state funded training programs
- Increase utilization of state funded recruitment services
- Increase training opportunities to retain your workforce

On Net, About 1,300 More Registered Nurses Commute Out of New Hampshire to Work than Commute Into the State



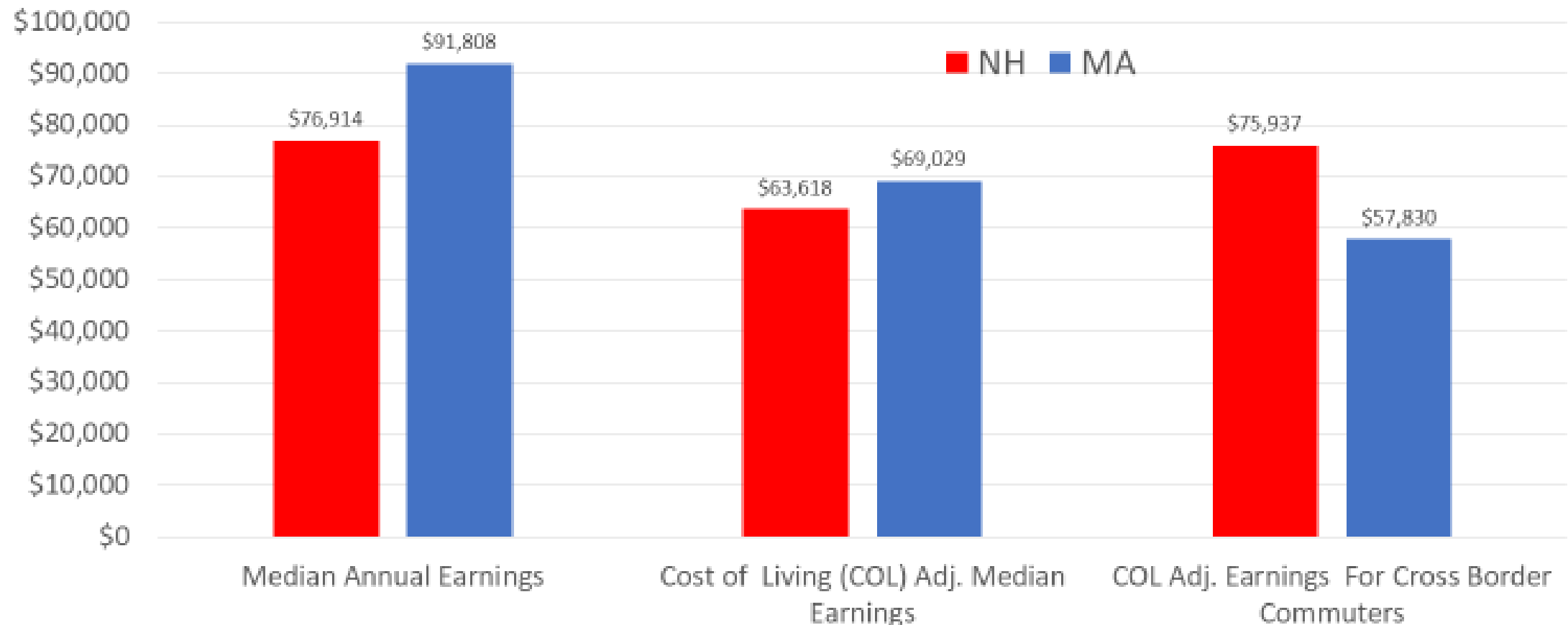
Annual Earnings Differentials Increase Sharply for Registered Nurses Between New Hampshire and Massachusetts as Experience Increases

Median Annual Earnings for Registered Nurses

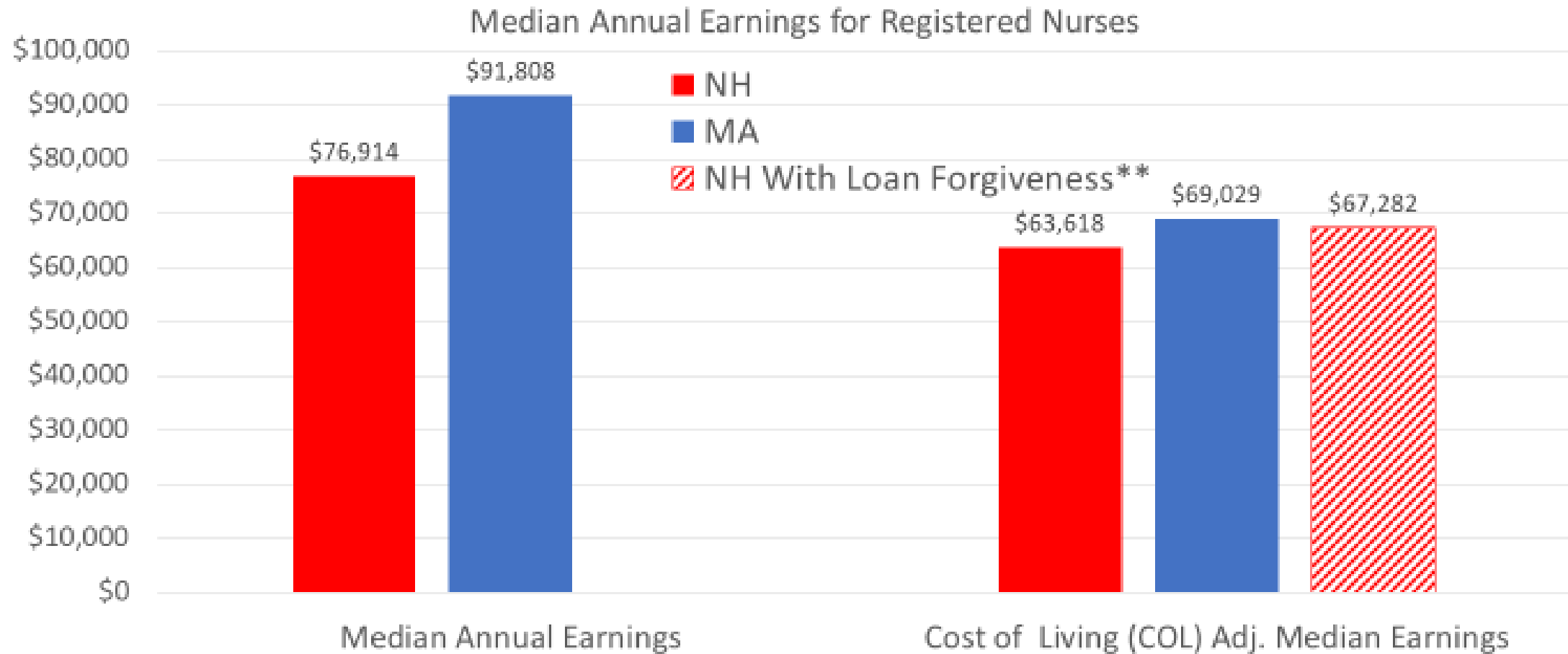


Salaries are Higher in Massachusetts Even When Adjusted for Cost of Living but There are Compelling Economic Incentives for Nurses to Live in New Hampshire but Work in Massachusetts and Disincentives for Living in Massachusetts and Working in New Hampshire

Median Annual Earnings for Registered Nurses



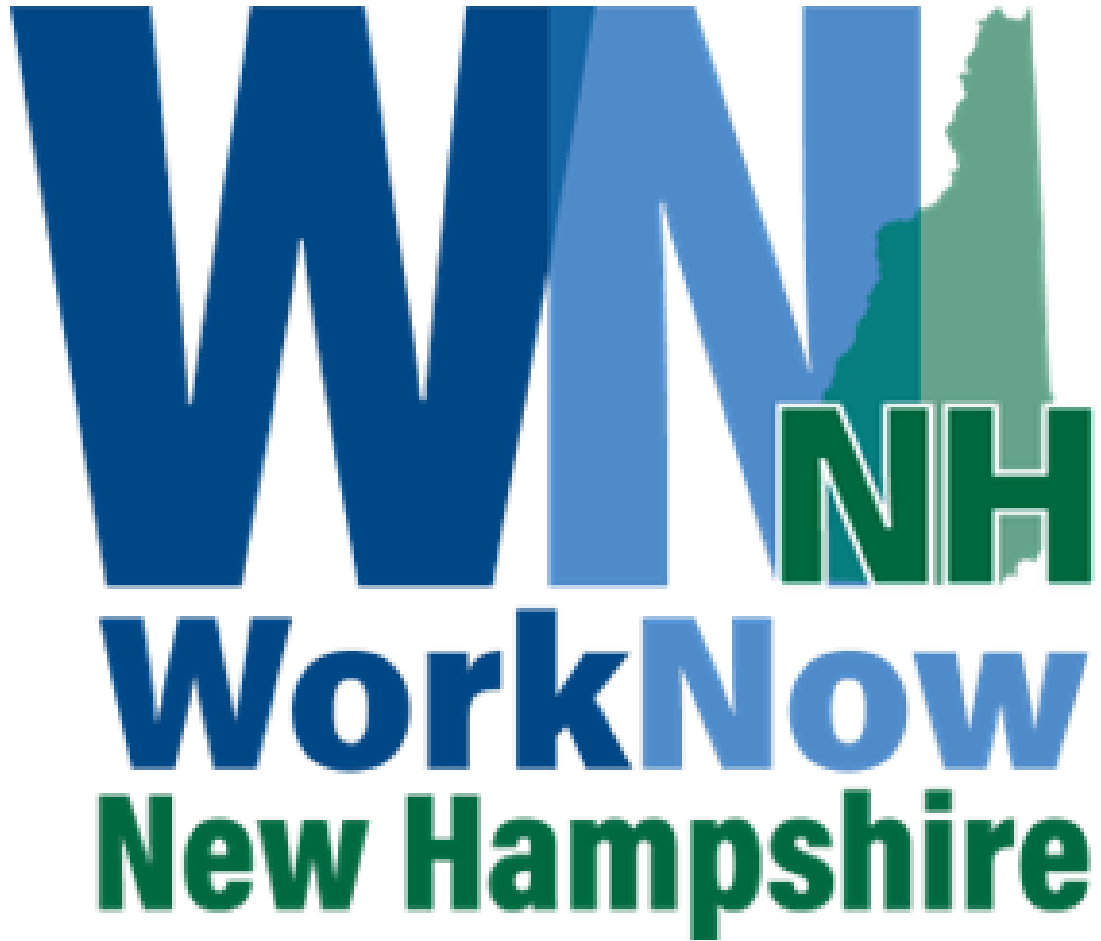
Loan Forgiveness Can Help Make Registered Nurse Wages in New Hampshire Competitive With Massachusetts Wages



** Assumes \$27,500 in debt at 6.0% interest amortized over 120 payments (10 years) with impact on annual Earnings equal to 12 monthly payment of \$305.31 or \$3,663.68 annually. Alternatively, the lump sum value after Initial three year period is \$21,098.96 in loan forgiveness.

State has stepped up its effort with social media recruitment in NH, MA, ME and VT

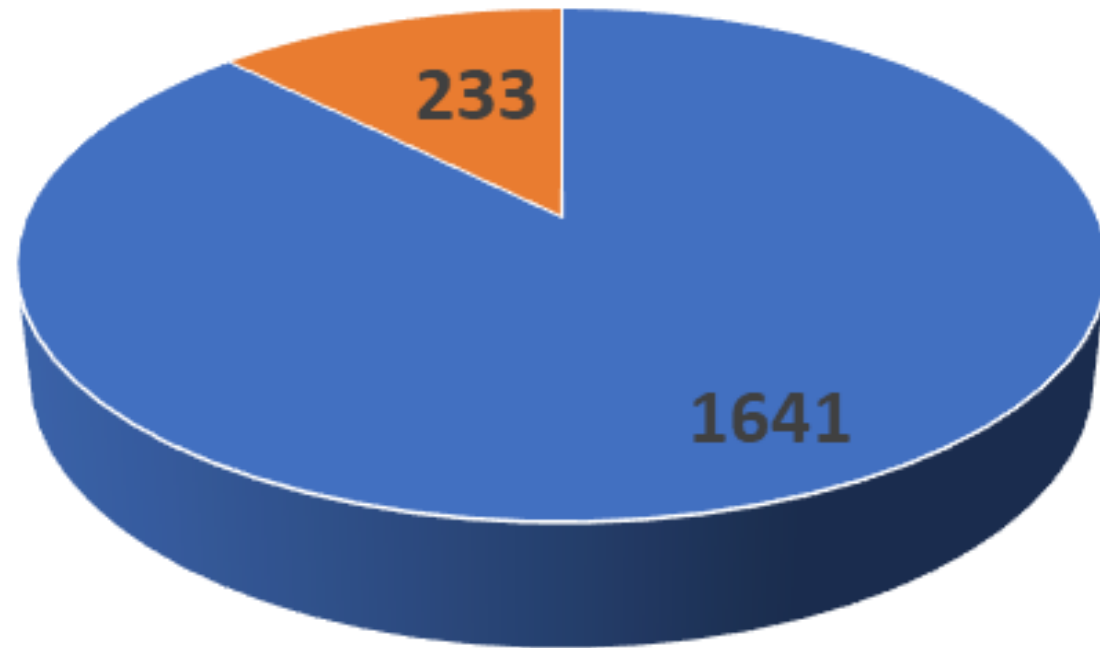
- NHES is part of the statewide marketing contract utilized by Travel & Tourism. This is part of the state's efforts lead by Business and Economic Affairs around talent recruitment
- NHES is heavily using social media to push job fairs, push state recruitment portals, co-branded paid ads with employers
- NHES is also heavily invested in paid search so that when someone searches for key words on Google and Bing
- Specifically invested in health care related search terms



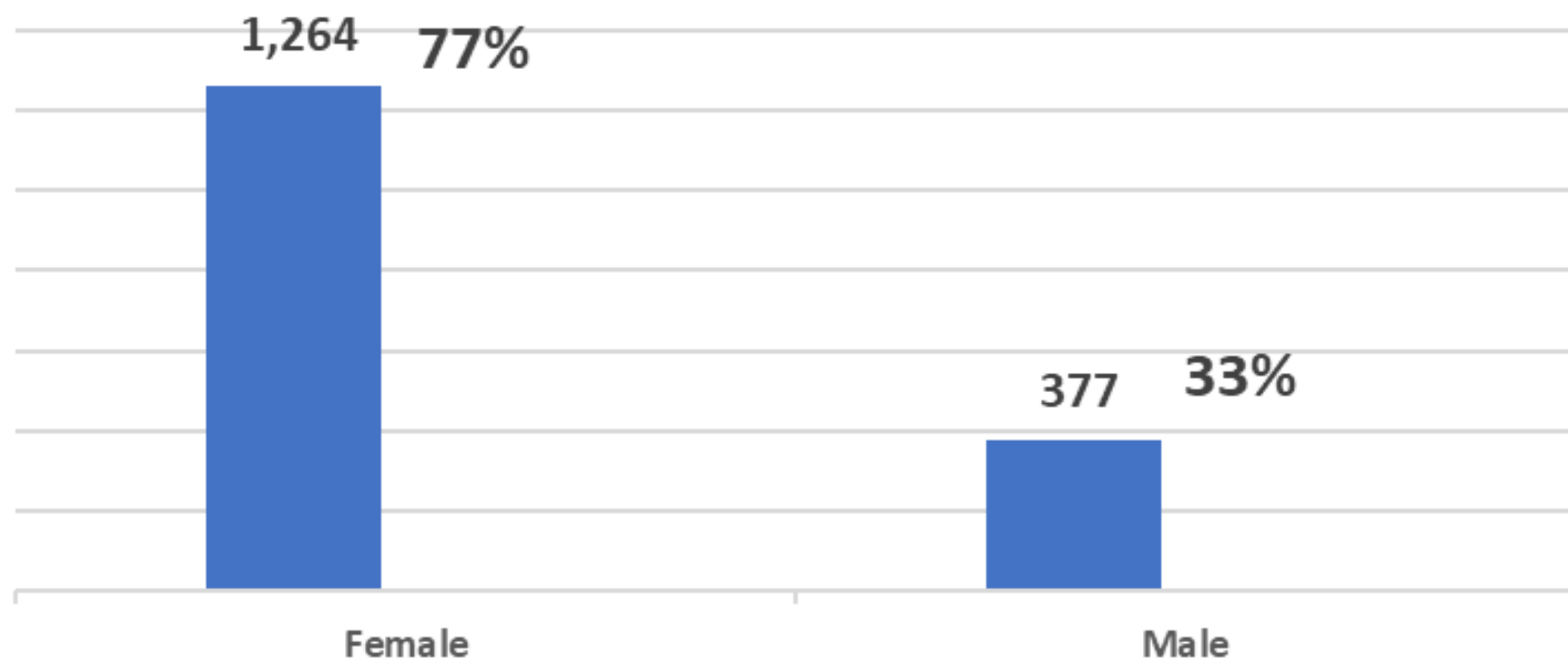
State Funded Training Programs

- WorkNowNH provides individuals in Medicaid or Medicaid Expansion with:
 - \$6,500/year in training support
 - \$13,000 lifetime training support
 - \$6,500/year in wage reimbursement for a hiring employer
 - \$160/month/4 months for travel reimbursement

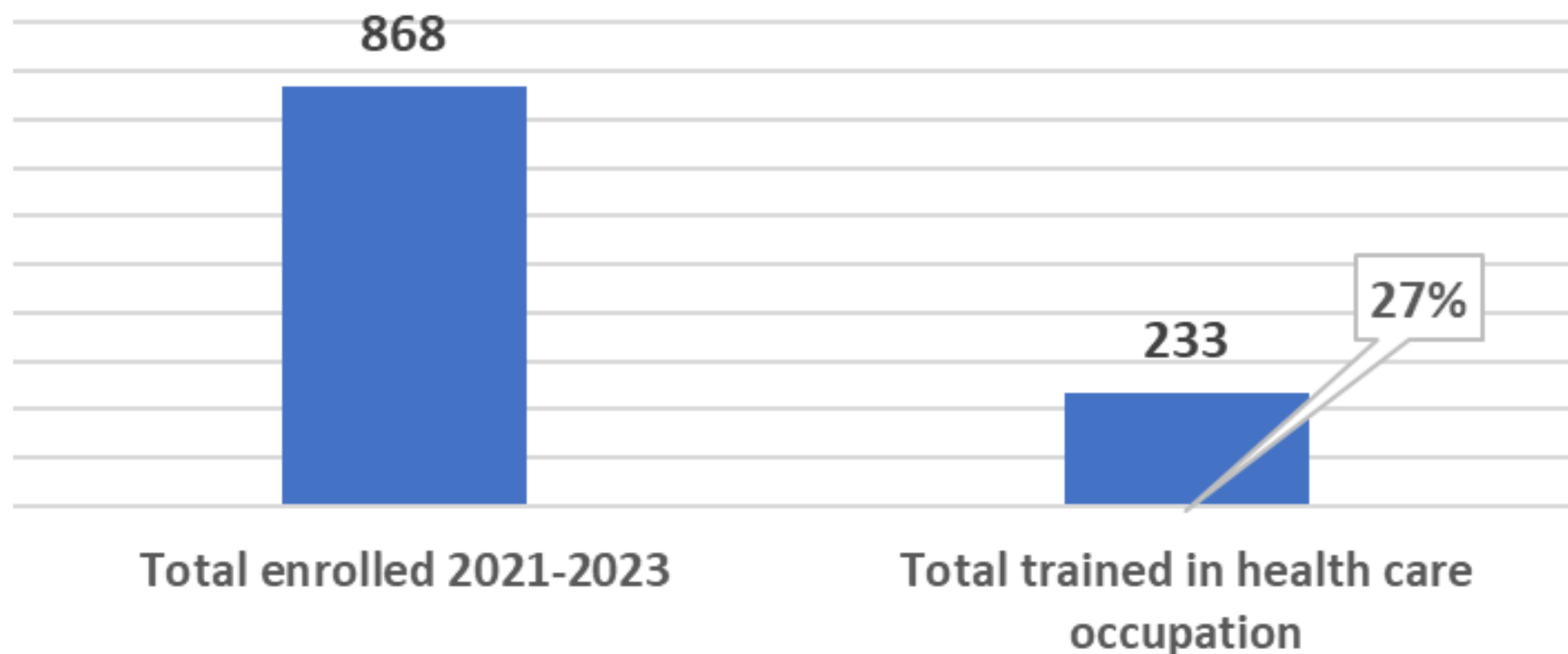
WorkNowNH has enrolled 1,641 people since 2021 but only 233 or 14% have been trained in a health care related occupation



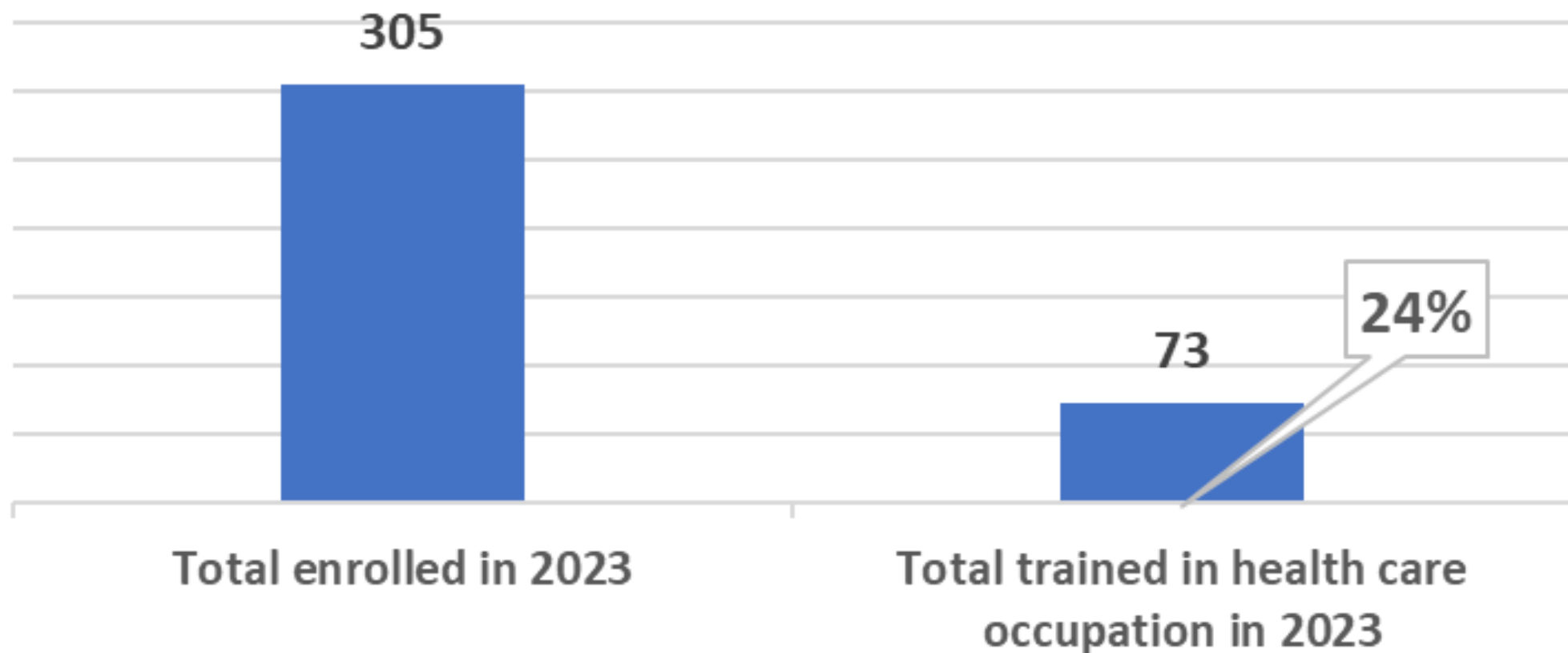
WorkNowNH has assisted 1,641 individuals since 2021 of which 77% are female. The health care workforce is 80% female



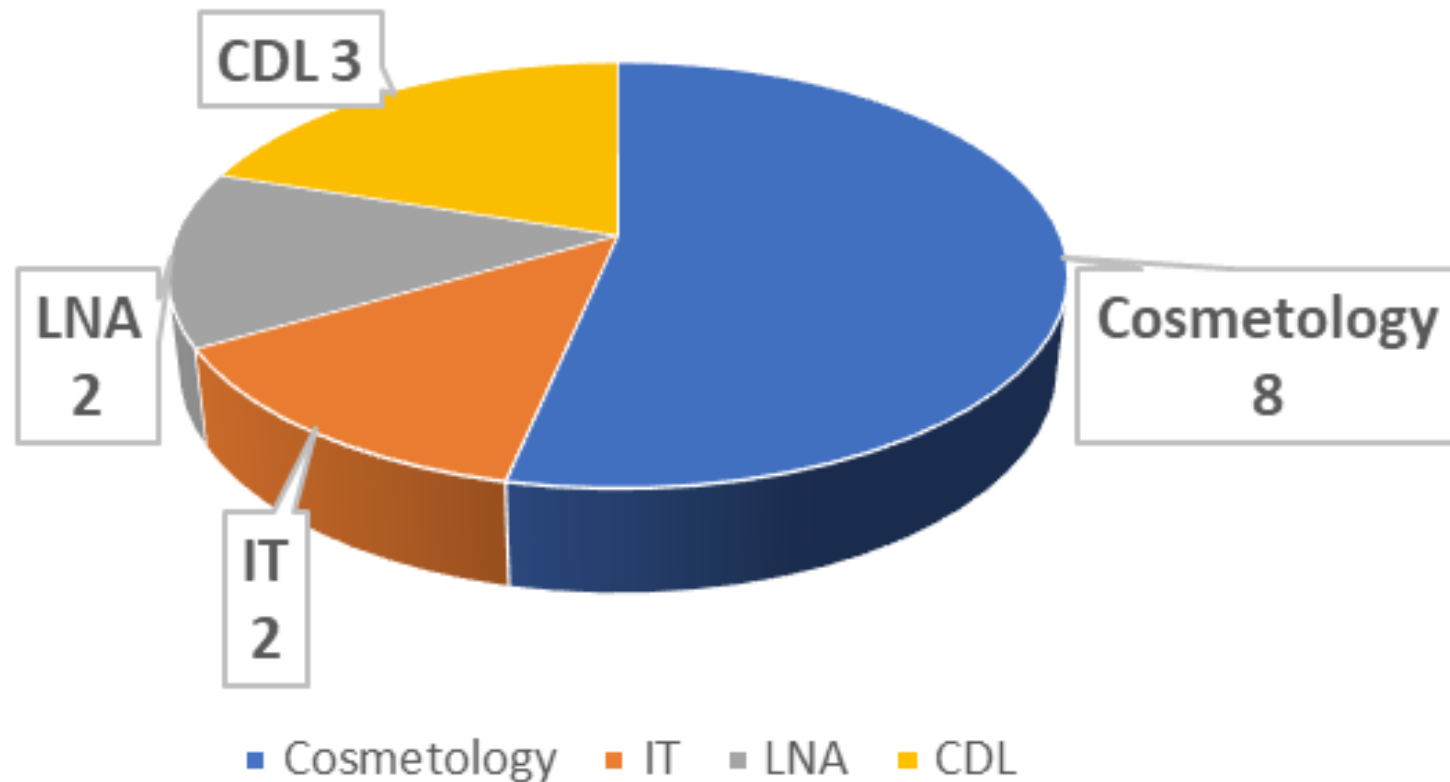
WorkNowNH has paid for training for 868 people since 2021 but only 27% have entered training in a health care related occupation



WorkNowNH has paid for training for 305 people in 2023 but only 24% have entered training in a health care occupation




Training approvals last week totaled 15 people of which 8 were pursuing a career in cosmetology and 2 were in health care



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How can hospitals better access WorkNowNH

- Meet with local employment counselors in any of the 12 NHES offices
 - Post all of your positions on NHES recruitment portals
 - Attend virtual and in person job fairs
 - Attend NHES workshops to connect with individuals and sell your industry and your organization
- 
- A decorative yellow dashed line in the bottom right corner of the slide.

NH Job Fairs

- Virtual event for each region of the state every month
- In person events for each region 2 times/year
- 11,000 job seekers attended our job fairs in 2022
- Register at jobfairs.nh.gov

New Hampshire Job Fair and Recruitment Event Portal

Upcoming Events	Time
October 17th, 2023 - NH's Great North Woods and White Mountains Regions Virtual Job Fair NH Employment Security and Business and Economic Affairs are proud to partner to showcase the positions in the Great North Woods and White Mountains Regions of New Hampshire.	11:00 AM - 1:00 PM
October 18th, 2023 - BayMark Health Services Virtual Job Fair Eager to pursue a new career? Baymark and NH Employment Security invites you to our Virtual Job Fair, where you can explore diverse opportunities - no healthcare experience required!	11:00 AM - 1:00 PM
October 25th, 2023 - <i>In Person Event</i> - NH's Concord Area Job and Resource Fair New Hampshire Employment Security and Seacoast United Sports Club are proud to partner to showcase the positions in the Concord and surrounding areas of New Hampshire.	11:00 AM - 2:00 PM
October 26th, 2023 - <i>In Person Event</i> - NHES and LRCC Job and Resource Fair New Hampshire Employment Security and Lakes Region Community College are partnering to bring this in person event to the Lakes Region and Surrounding Areas of New Hampshire.	11:00 AM - 2:00 PM
November 2nd, 2023 - <i>In Person Event</i> - NH's Seacoast Area Job and Resource Fair New Hampshire Employment Security and Seacoast United Sports Club are proud to partner to showcase the positions in the Seacoast and surrounding areas of New Hampshire.	11:00 AM - 2:00 PM

NH Jobs Recruitment Portal

- Post jobs for free on nhjobs.nh.gov
- Post in the state's official labor exchange
- Used by all people filing for unemployment and participating in our programs

New Hampshire Job Search Portal

Select Region(s) Select Town(s) Select Occupation(s) Select Position Type Full Time Part Time

SEARCH

9 Jobs Match Your Result: Concord Aide-LNA

Position Title	Employer	Town	Full or Part Time	More Info
Licensed Nursing Assistant (LNA)	BrightStar Care	Concord	FullTime PartTime	<input type="button" value="INQUIRE"/>
Aide-Licensed Nurse (LNA)	Genesis HealthCare - Harris Hill Center	Concord	FullTime PartTime	<input type="button" value="INQUIRE"/>
Licensed Nursing Assistant	MAS Home Care & Medical Staffing	Concord	FullTime PartTime	<input type="button" value="INQUIRE"/>
Aide-Licensed Nurse (LNA)	Havenwood Heritage Heights	Concord	FullTime PartTime	<input type="button" value="INQUIRE"/>
Aide-Licensed Nurse (LNA)	Genesis HealthCare - Pleasant View Center	Concord	FullTime PartTime	<input type="button" value="INQUIRE"/>
Paid LNA Apprenticeship Opportunity!	Concord Hospital	Concord	FullTime	<input type="button" value="INQUIRE"/>

This is where we need to get. Let's
get there together.

Thank you!

"I WANT TO BE A NURSE
WHEN I GROW UP."

Given in honor and awe
of the Lahey Nurses
from the
Glenn & Gail Matthews' family

