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*Serving as the Workforce Development Board for the Lower Shore of Maryland*

The regular quarterly meeting of the Lower Shore Workforce Development Board was held on Wednesday, April 13, 2016, at 11:00 a.m. at Alice B. Tawes Nursing & Rehabilitation Center, Crisfield, MD.

**Members present:** Ruth Baker, Jason Cunha, Greg Eberts, Erik Emely, Geoffrey Failla, Stephen Franklin, Joey Gardner, Lisa Hart (proxy for Paula Erdie), Walter Maizel, Toni March, Freddy Mitchell, Tony Nichols, Angela Paris, Jennifer Shahan, Joy Strand, Danny Thompson, Maria Waller and Donna Weaver.

**Absent:** Greg Adams, Charles Bagley, Peggy Bradford, Billie Jo Chandler, Christopher Eccleston, Sandy Fitzgerald-Angello, Robert McIntyre and Deborah Williams.

**Staff present:** Milton Morris, Shannon Alexander, Bob Hendricks, Jennifer Joynes, Ivonne Lomax, Dione Shaw, Rebecca Stack and Becca Webster.

**Guests in Attendance:** Rob Hart, Executive Director, Worcester County Commission on Aging, Inc.; John Robertson, Somerset County Schools.

WDB Chair, Maria Waller, called the meeting to order at 11:05 a.m.

Milton Morris began the meeting by announcing his retirement from LSWA effective June 30<sup>th</sup>. He thanked the board and his staff for the wonderful work they have done in the past and he looks forward to hearing about the great things that will be accomplished by all in the future. On behalf of the board, Maria presented Milton with a departing gift.

Since there was a quorum present, Maria asked for a motion to approve the Consent Agenda as submitted.

**MOTION:** Stephen Franklin moved to approve the Consent Agenda. Joey Gardner seconded motion. The motion was unanimously approved.

**New Worcester County Board Member Introduction:** Maria informed the Board that Jason Cunha, Transamerica Agency Network, was appointed by the Worcester County Commissioners in February. She introduced Jason to the board and he continued with a brief biography.

Joy Strand welcomed everyone to Crisfield. She continued by giving a quick synopsis of McCready Health and to those who were interested, she offered a tour of the facility after the meeting.

**Panel Discussion:** Joy began by stating that the panel today will speak about the role of local Healthcare in Somerset County. She asked the McCready Health Panelists to introduce themselves: Barry Brittingham, Director of Human Resources; Novella Bozman, Administrator, Long-term Care and Joy Strand, CEO.

**Barry Brittingham** began the healthcare discussion talking about some of the hurdles that McCready faces with recruitment:

1. **Marketing:** When marketing McCready, the first hurdle encountered is the location. When recruiting, most individuals are not aware that Crisfield has a hospital, a nursing home or assistant living facilities.
2. **Education:** A list of job openings was provided. Various certifications and degrees are needed.
3. **Technology:** Although technology has touched almost every aspect of our lives, until recent years the medical field has been largely unaffected by the rapid pace of technological innovation. However, this is changing. Candidates need to be computer savvy.

Barry spoke briefly about some of the things that McCready is doing to diminish these hurdles:

1. **Student Rotations:** Affiliations with WWCC and UMES. Utilize student rotations in such areas as GNA's, LPN's, Radiologic Technology and Physical Therapy. This allows students to work in our facilities and apply their classroom knowledge to the actual clinical experience with the expectation that they will want to continue with employment at McCready.
2. **Recruitment:** Utilize job search websites such as Indeed.com, weekly advertisements in the Daily Times and Social Media. Social Media for hiring is at an all-time high.

Audience Question and Answer Session:

Danny Thompson asked are there competitive wages in Somerset County; Walt Maizel inquired about a wage range; and Ruth Baker inquired about the Bachelor of Science in Nursing (BSN) degree. A discussion ensued. Rob Hart spoke about the CNA/GNA shortage expected in the next five years. LSWA Counselor, Shannon Alexander, expressed that these positions are unappreciated jobs; not only low paying but there's also a lack of full-time employment.

**Novella Bozman** talked about the Alice B. Tawes Nursing & Rehabilitation Center. She said a short-term rehab stay can range from 2-4 weeks. The Tawes facility is staffed with GNA's, LPN's and RN's. Chesapeake Cove, Assistant Living, consists of 30 private rooms and it's staffed with LPN's and CNA's. She stated that CNA's are the backbone of these organizations. Always working under the direction of a nurse (RN or LPN) the CNA provides hands on nursing care to patients, residents, clients and customers in a variety of health care settings. CNA's typically provide assistance with bathing, dressing, eating, toileting and oral care to people who cannot do these tasks alone. Novella closed by saying that there is a unique opportunity for all staff here at McCready. All of our staff is encouraged to cross-train/job shadow throughout the entire organization (Nursing Center, Assistant Living, Emergency Room, Operating Room, Med-Surg, and the Doctor's Offices). There's a lot of opportunity here at McCready for someone to find that special job they are seeking in the medical field.

After a brief recess for lunch, the meeting resumed.

**Joy Strand** discussed the Emerging Industry of Telehealth and why it's important in rural areas. Some rural area challenges are: 1) geographically isolated; 2) mostly primary care; 3) lower income; 4) higher unemployment; 5) lower health status; and 6) reduced access to health care (transportation).

Joy said that the words Telehealth and Telemedicine are used interchangeably. Telehealth encompasses clinical information, health education and consumer usage such as WEBMD. However, Telemedicine is more clinical interaction usually with the provider on one end and the patient on the other. She gave examples of services associated with Telemedicine: 1) Primary Care consultations; 2) Specialists can visit rural patients virtually. Providers in Crisfield can be connected to a specialist in Baltimore to discuss a patient's care with or without the patient; and 3) Home Health Agencies are using Remote Patient Monitoring. (e.g. Medic Alert device) Overall, Telehealth services are more feasible for rural healthcare facilities than staffing the facilities with specialist providers.

She talked about networks being the infrastructure of Telehealth/Telemedicine. Networks link hospitals together. The technical infrastructure will require: 1) Access to broadband internet. Sufficient bandwidth is needed to transmit audio and video data; 2) Imaging technology or peripherals. These devices are the backbone of Telehealth. Digital stethoscopes, for instance, can transmit heart and lung sounds to remote providers; 3) Technical staff; and 4) Staff training.

She said that jobs in Telehealth are countless and as a board we should place emphasis on technology training. Telehealth and technology needs to encompass every healthcare job and ingrained in the healthcare field.

There is a need for:

- IT Professionals;
- Medical Records Technicians;
- Certified Coders;
- Network development and training;
- Software and Hardware development; and
- Nurses and Physicians that are comfortable with technology.

As a healthcare professional, she feels it's easier to take a clinically trained person and teach them technology then it is to take an IT person and teach them the clinical aspects. Communication is an asset between the two. To summarize, she feels that technology needs to be embedded in the training of every healthcare position. Without this training, individuals will be left behind as healthcare moves forward. State and Federal Governments are mandating it. People are demanding it. And, the opportunities for healthcare to utilize Telehealth are immeasurable.

**New Business:**

Milton spoke to the board about two grants that have been written and submitted.

1. Linking to Employment Activities Pre-Release through specialized American Job Centers ("LEAP-2"). This grant is designed to take the One-Stop into detention centers. We would work with inmates on job readiness skills and other activities that will prepare them for the world of work once they are released. As of today, the grant has not been awarded. However, we have agreements with Wicomico County and the Somerset Detention Center to work with us to setup this program.
2. Summer Jobs and Beyond: Career Pathways for Youth (CPY). This grant is designed to provide summer employment for in-school youth. As you may recall, when we stopped funding the in-school youth programs, we promised to work together to work with the community to find other funding resources. As of today, we've not heard a response for our proposal.

Ivonne Lomax, Youth Program Coordinator, spoke briefly about the February 25<sup>th</sup> Youth Standing Committee meeting. She said that members are still needed and encouraged anyone that would like to participate to contact her to discuss committee expectations. The committee is currently working on the development of sub-groups in areas such as outreach, businesses, mentoring and individuals with barriers such as unemployment, transportation, training opportunities, funding etc. Maria talked about the Greater Salisbury Committee and their mentoring program. Ivonne said that she will be contacting Business and Economic Development regarding job availability in all three counties and will definitely contact the Greater Salisbury Committee in regards to their Mentoring program. Ivonne referred to the CYP Grant that Milton previously discussed and said that we should be hearing something soon, since the grant begins in May.

Milton talked about the Maryland State Plan Timeline. He said that we are required by the State of Maryland to write a local plan in response to the State plan that is consistent with the State's goals. The Five-year plan consists of a description of our local labor market to identify the key industries and key areas of employment and engagement. Once the data is collected we, as a board, need to talk about how we are going to fill the gaps that we find. We need to discuss the structure of our partners and the One-Stop. We need to talk about how One-Stop partners are going to cooperate to meet the needs of the local labor market. Milton encouraged the board to consider becoming a part of the committee. The Steering Committee is going to be engaged in this



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process; however, it's open to all the board members. He would like to have at least 4-5 board members volunteer to work on the committee to review the data collected and what's available in the terms of employment training and assistance. The State Plan can be found on the DLLR website.  
<http://dllr.maryland.gov/>

Maria reminded everyone that the next WDB meeting is at the Riverside Grill, Pocomoke City, MD.

Since there was no further business to discuss, the meeting was adjourned at 1:08 p.m.

Respectfully submitted,

Dione Shaw  
Operations Coordinator