

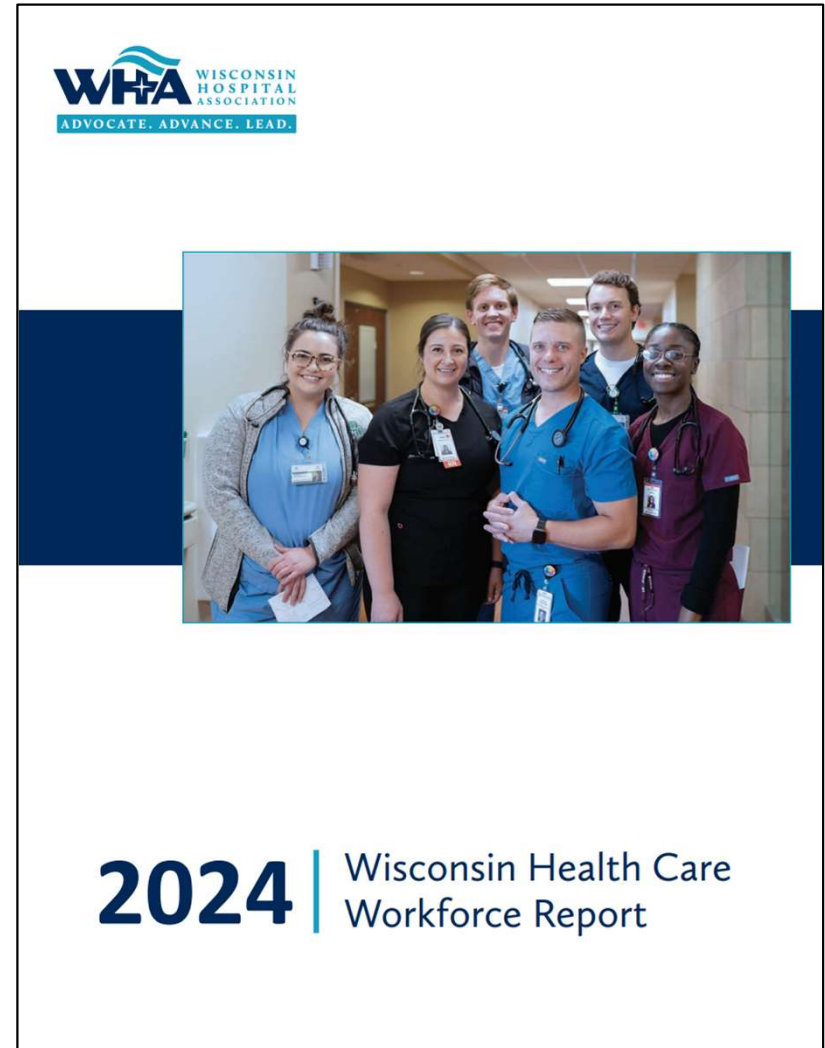
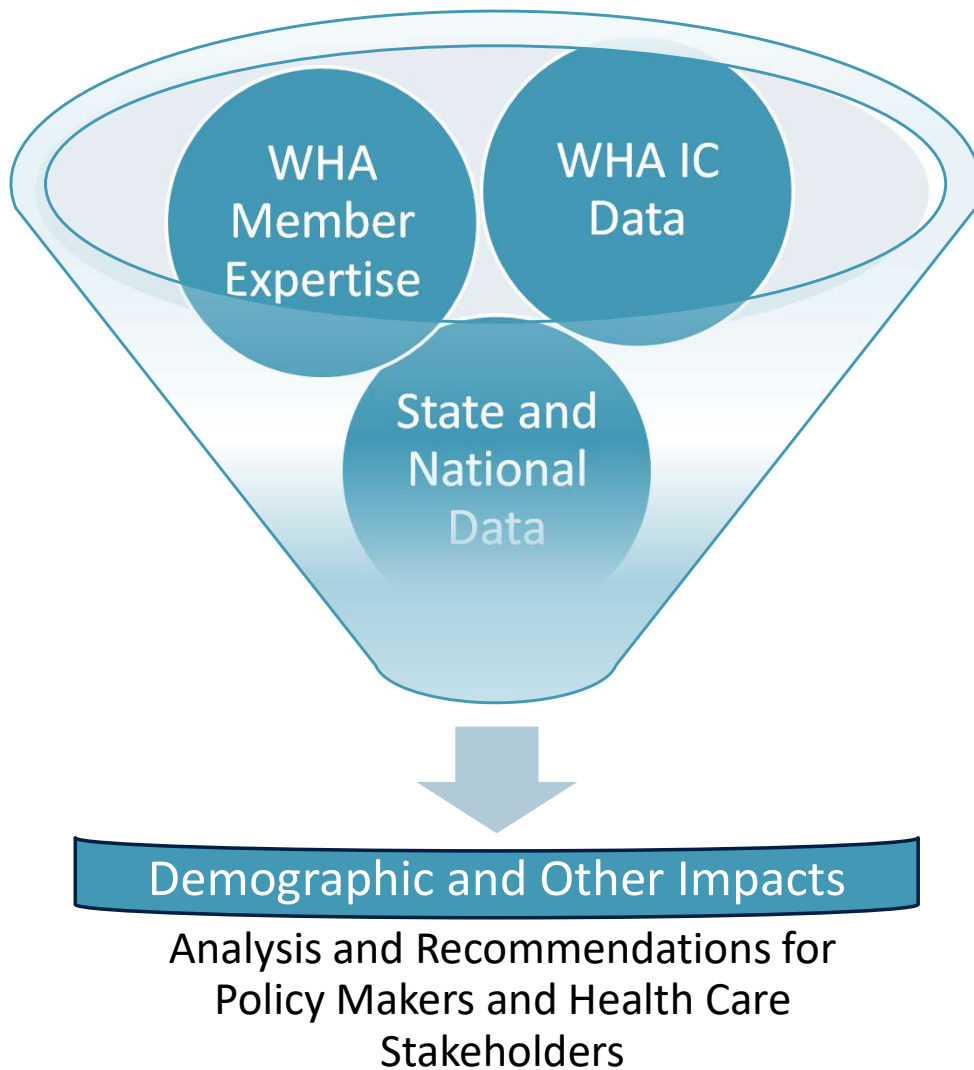
# ***2024 Wisconsin Health Care Workforce Report***



**Ann Zenk RN BSN MHA**

**SVP Workforce and Clinical Practice**

# Wisconsin 2024 Health Care Workforce Report



**WHA's 20<sup>th</sup> Annual Workforce Report**

HEALTH, LABOR, NEWS

# Wisconsin health care staffing vacancies remain high as baby boomers retire

State's hospitals work on recruitment as they prepare for increased demand for care in coming years

BY JOE SCHULZ • MARCH 12, 2024

# Wisconsin Hospital Association releases 2024 workforce report

IB IN BUSINESS

## WHA report shows staffing challenges among state hospitals

March 11, 2024 by Site Staff

WISCONSIN EXAMINER

## Report finds continued struggles for hospitals

Aging population will pressure association says

BY: ERIK GUNN - MARCH 11, 2024 5:45 AM

WISBUSINESS

WISPOLITICS

## WHA report highlights health care workforce challenges

March 11, 2024

Public News Service

## Pressure eases, but WI still faces health-care workforce woes

**WISCONSIN STATE JOURNAL**

Great Lakes without ice  
REGULAR SEASON CLOSES  
The Oscars  
Pier for Gaza coast

**HEALTH CARE | WISCONSIN WORKFORCE SHORTAGE**

# 1 in 10 hospital jobs unfilled

Report warns that hospitals need help in reversing trend

COVID-19 pandemic, a workforce shortage that remains critical as an aging population demands more care, says a report Monday by the Wisconsin Hospital Association.

Licensed practical nurses have the highest vacancy rate, at 39%, followed by certified registered nurse assistants, at 34%, and certified nursing assistants, or CNAs, at more than 15%.

The state vacancy rate for registered nurses, who make up half of the hospital workforce, is 10%, higher than in previous years but lower than the national rate of 16%.

"Because hospitals are working hard to grow, recruit, retain and support the health care workforce necessary to meet the

High-quality health care Wisconsin citizens expect and deserve," Ann Zank, a spokeswoman at WHA, said in a statement. "But even with intense effort, it is unlikely that the health care workforce can grow fast enough to meet the rising health care demands of an aging population."

The report — which mostly uses data from September 2022, the most recent period available — comes after Gov. Tony Evers in January announced a task force on the health care workforce, with Lt. Gov. Saeed Rodriguez, a registered nurse, serving as chair. Task force members, announced in February, include leaders of state health agencies and statewide

More on WHA page 35

MAIN CRITICAL, STABLE

hospital jobs are open,

## Continued workforce struggles for hospitals and health care

URBAN MILWAUKEE



## State Still Faces Nursing, Health Care Worker Shortage

New report finds many unfilled job openings in 8 of 18 professions hospitals employ.

By Erik Gunn, Wisconsin Examiner - Mar 11th, 2024 11:48 am

# 2024 WHA Workforce Recommendations

Growing our own and building capacity with a multigenerational workforce to keep up with surges in retirements and rising demand.

- Create, expand and support educational and occupational pathways to attract new entrants to in-demand frontline technical and clinical positions in the health care workforce.
- Break down obstacles to entering and remaining in the health care workforce, including legal, regulatory and payer barriers, burden and burnout.
- Identify practice, policy and payment reforms to allow health care professionals and teams to reach their full potential.
- Support the use of technology for the benefit of patients and the health care workforce.

**Better supporting urgent solutions now will free up time and effort for sustainable longer-term answers.**

# Challenge Compounded for Health Care

## Wisconsin Workers at Retirement Age



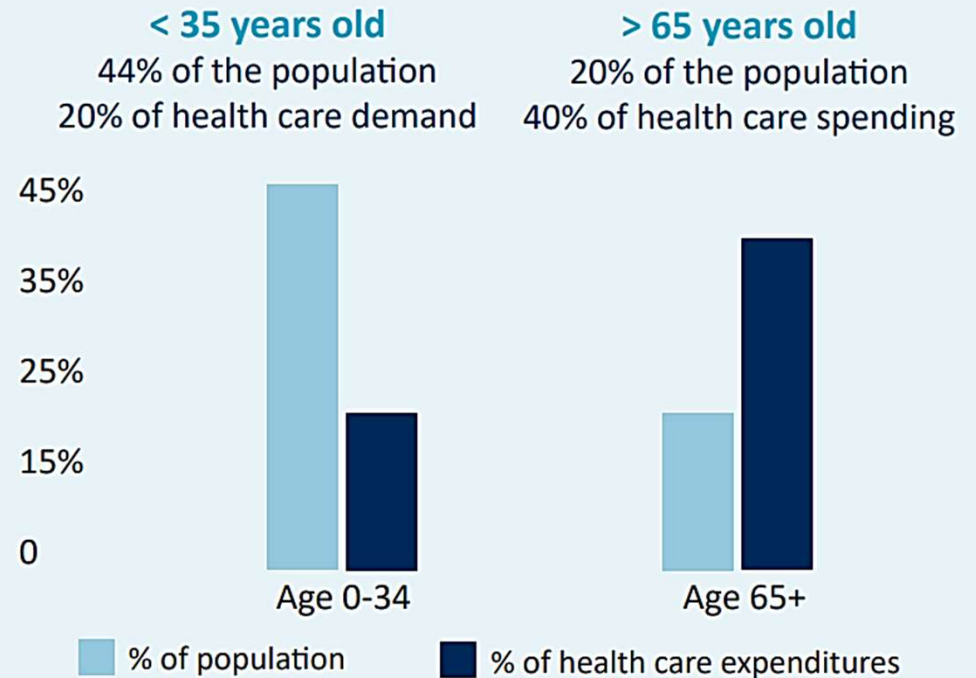
2010

2020

2030

Wisconsin's aging workforce means health care workers are retiring faster than they can be replaced.

## The Need for Health Care Goes Up as We Age

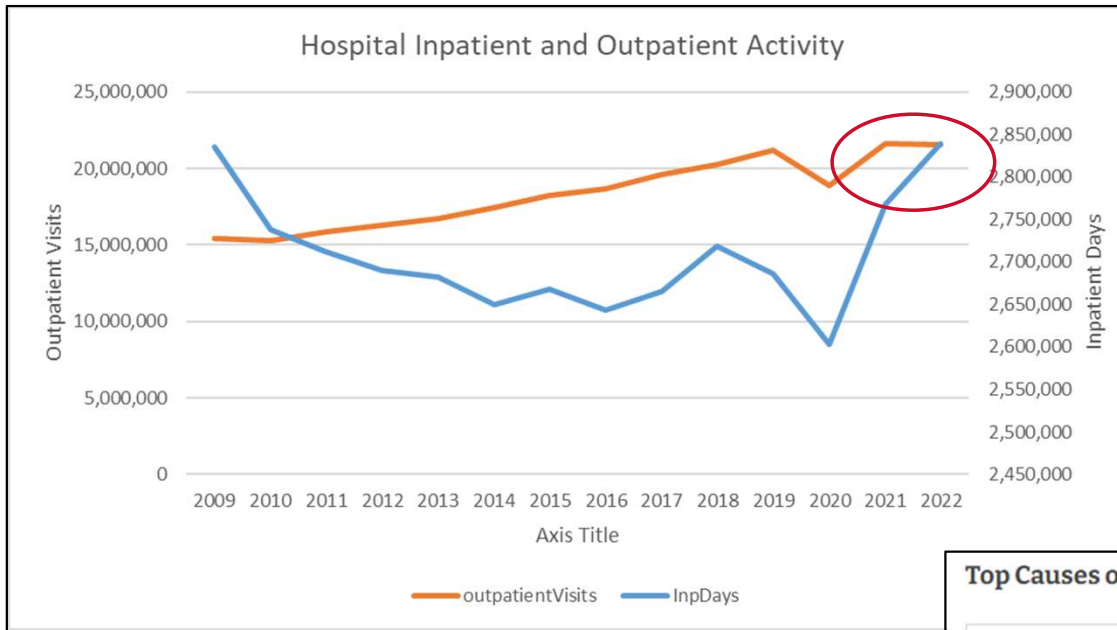


**Aging Increases Demand and Health Status Exacerbates that Demand**

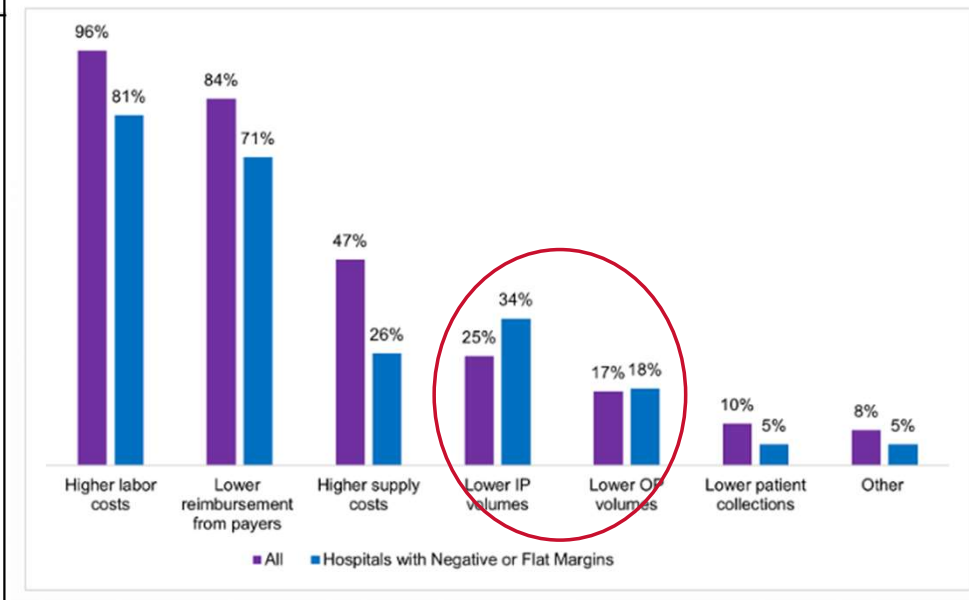
60% of Americans have one chronic condition;  
40% have two or more.

**Growing Demands on a  
Shrinking Pool of Workers**

# Coping with More Inpatient Volume

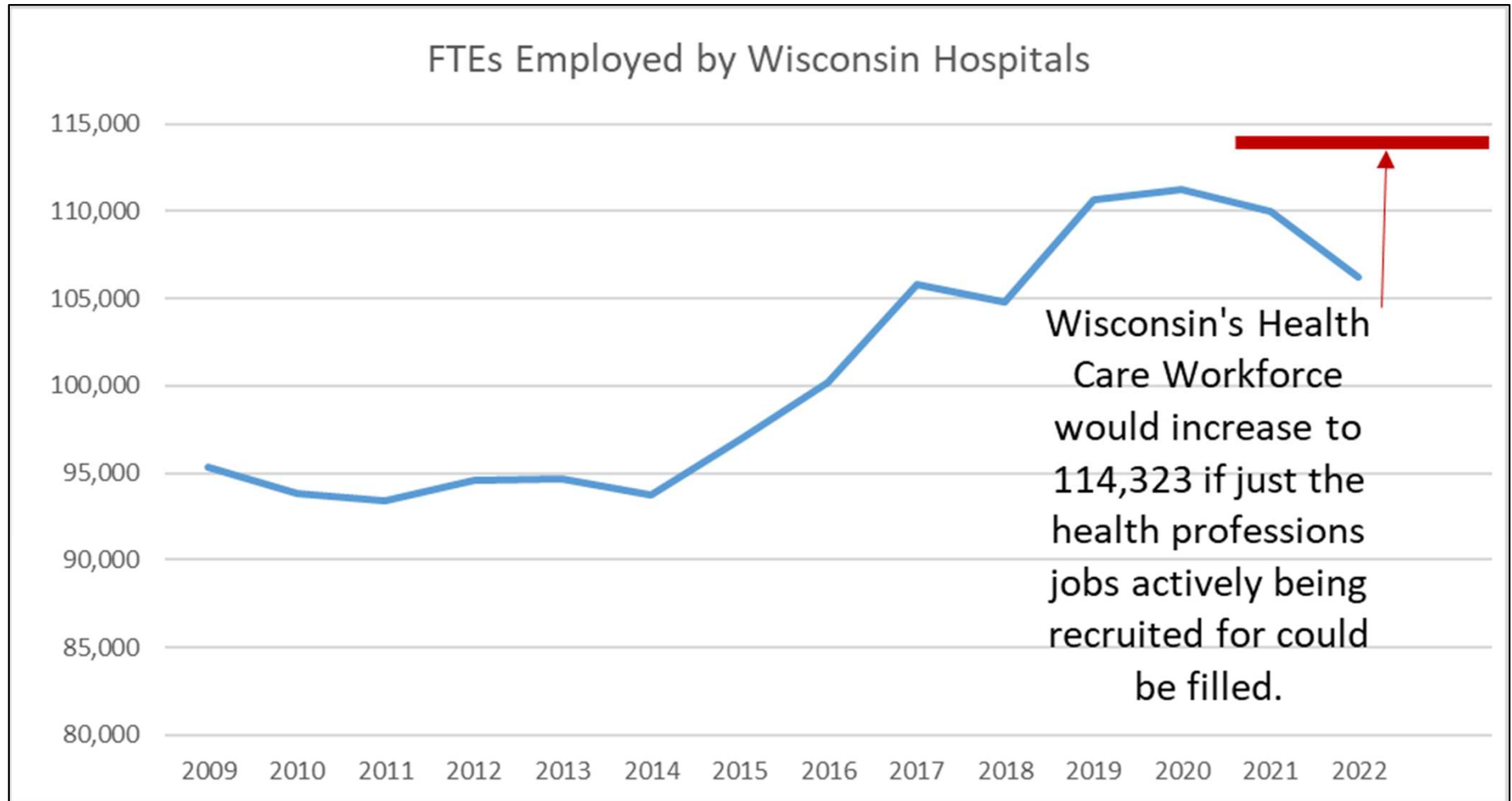


**Top Causes of Margin Pressure Among Health Systems**



**Healthcare leaders are straddling two challenges:  
More inpatient care needed now;  
Prepare for/push for migration of more care to outpatient**

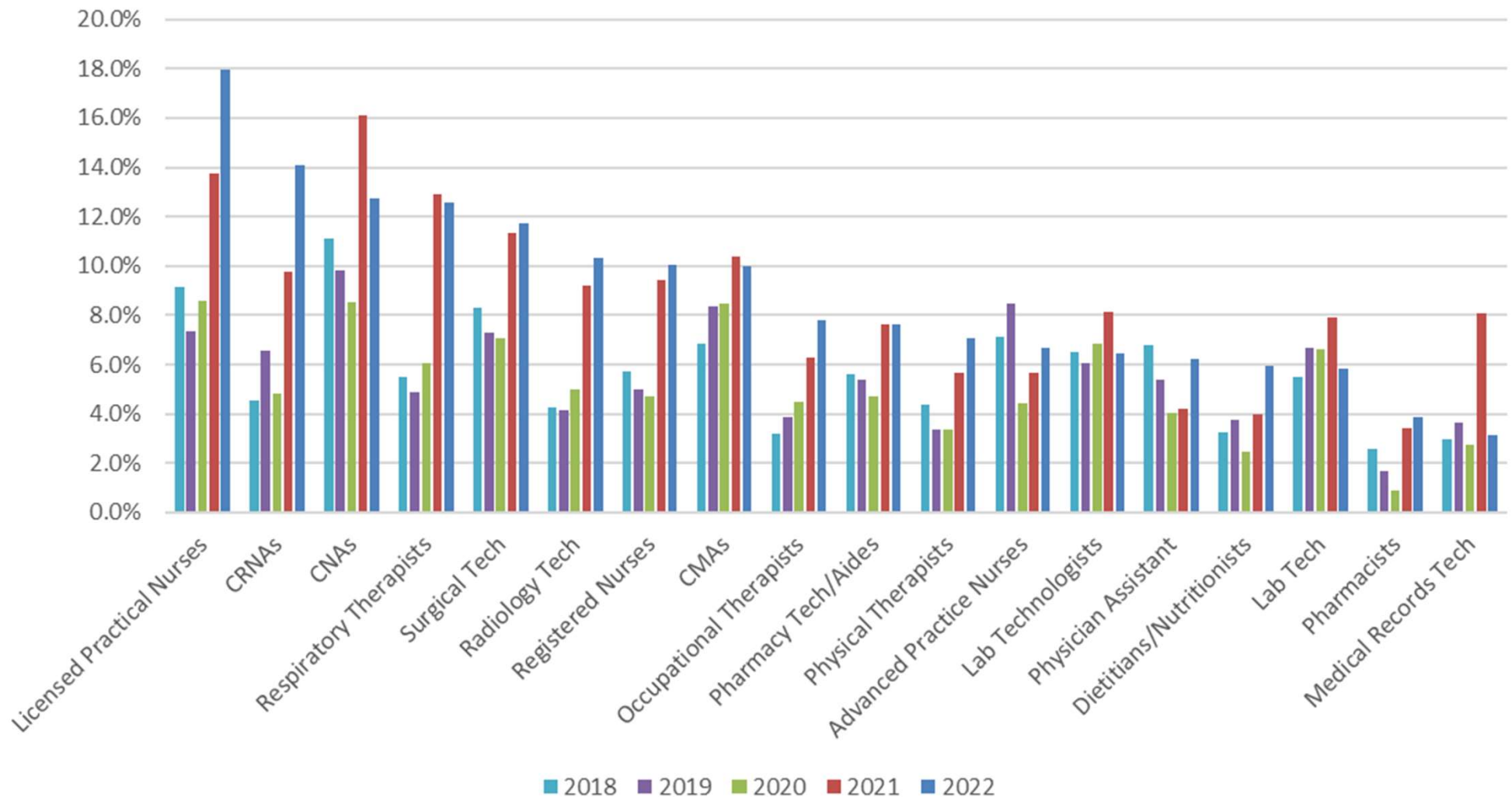
# Hospital Workforce Growth Lags Demand



**RN vacancies alone account for 4,000 additional workers needed; 8,000 vacancies total in the hospital clinical workforce.**

# Workforce Condition: Critical but Stable

Vacancy Rates for Selected Hospital Professions



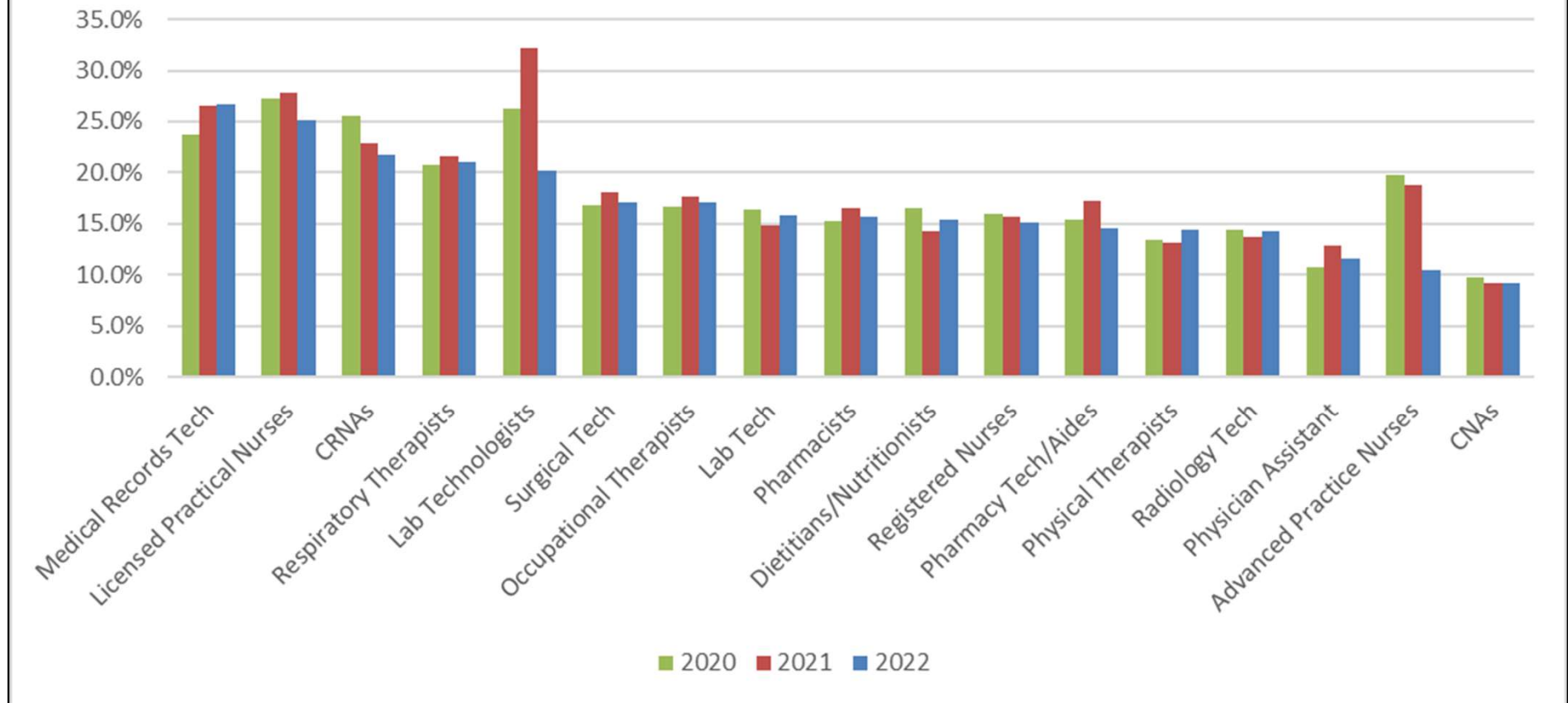
**Double Digit Vacancy Rates in 8 of 18 Professions**



# Retirements Drive Vacancy Rates

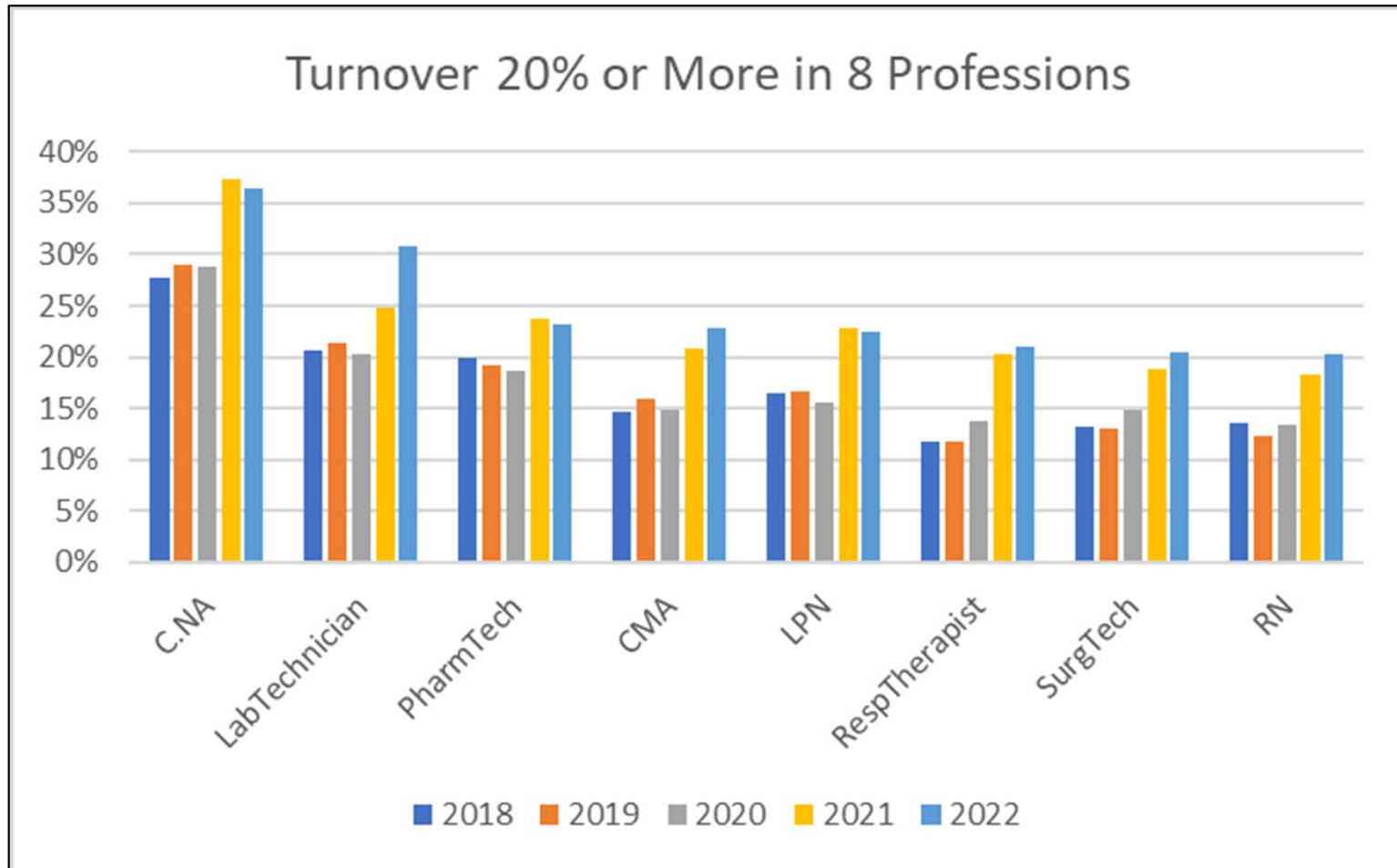
A Workforce in the Midst of the 'Silver Tsunami' -  
Percent of Profession 55 and Older

Source: WHA-Information Center Annual P Survey



**1 in 5 or more nearing retirement in 5 hospital professions.**

# Great Shuffle might now be Great Stay... unless you retire

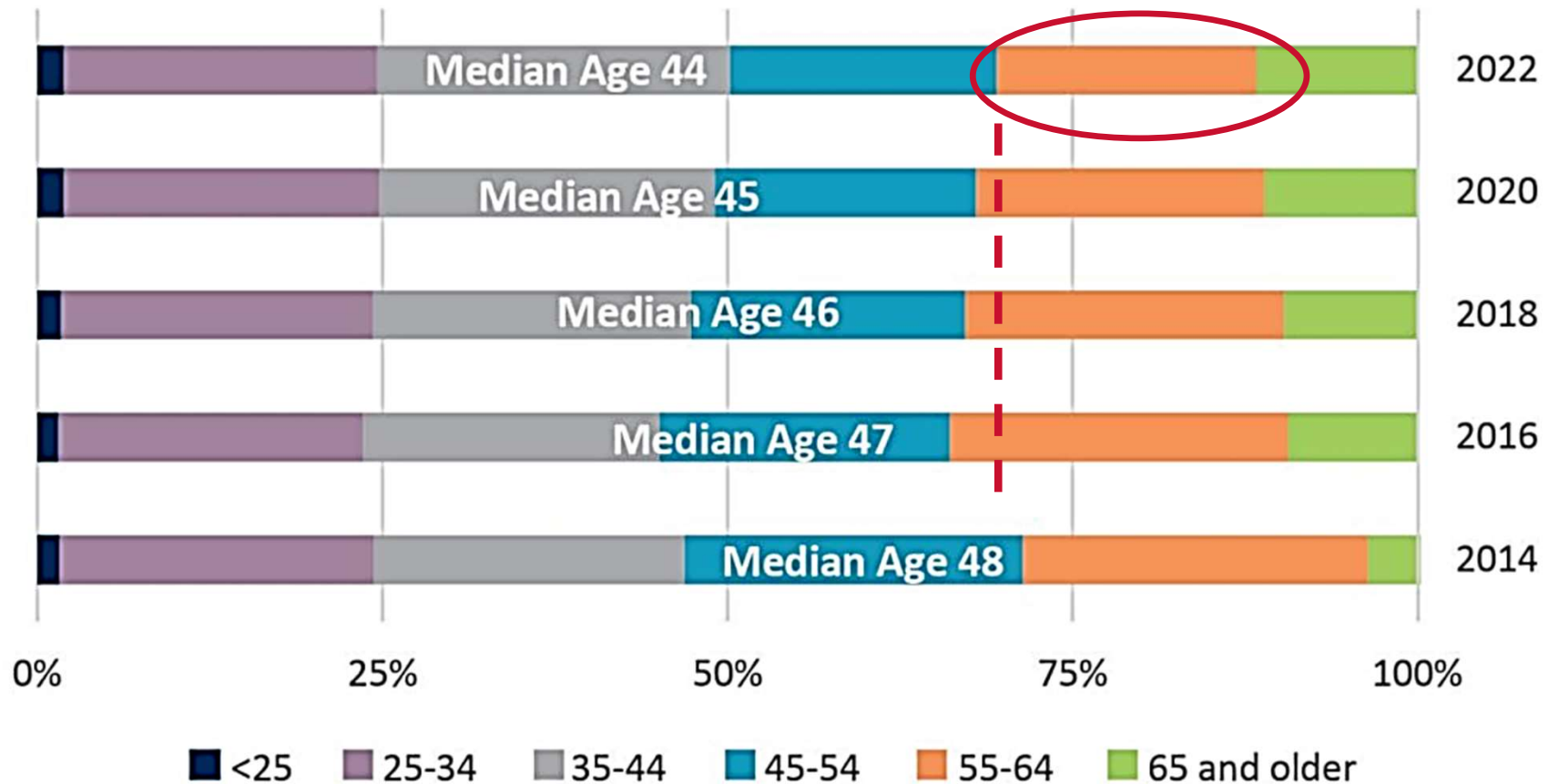


**Turnover: Critical but Stable**

# Silver Tsunami Sweeps the RN Workforce

## Wisconsin RN Age Distribution and Median Age

Source: Wisconsin Center for Nursing RN Survey Reports



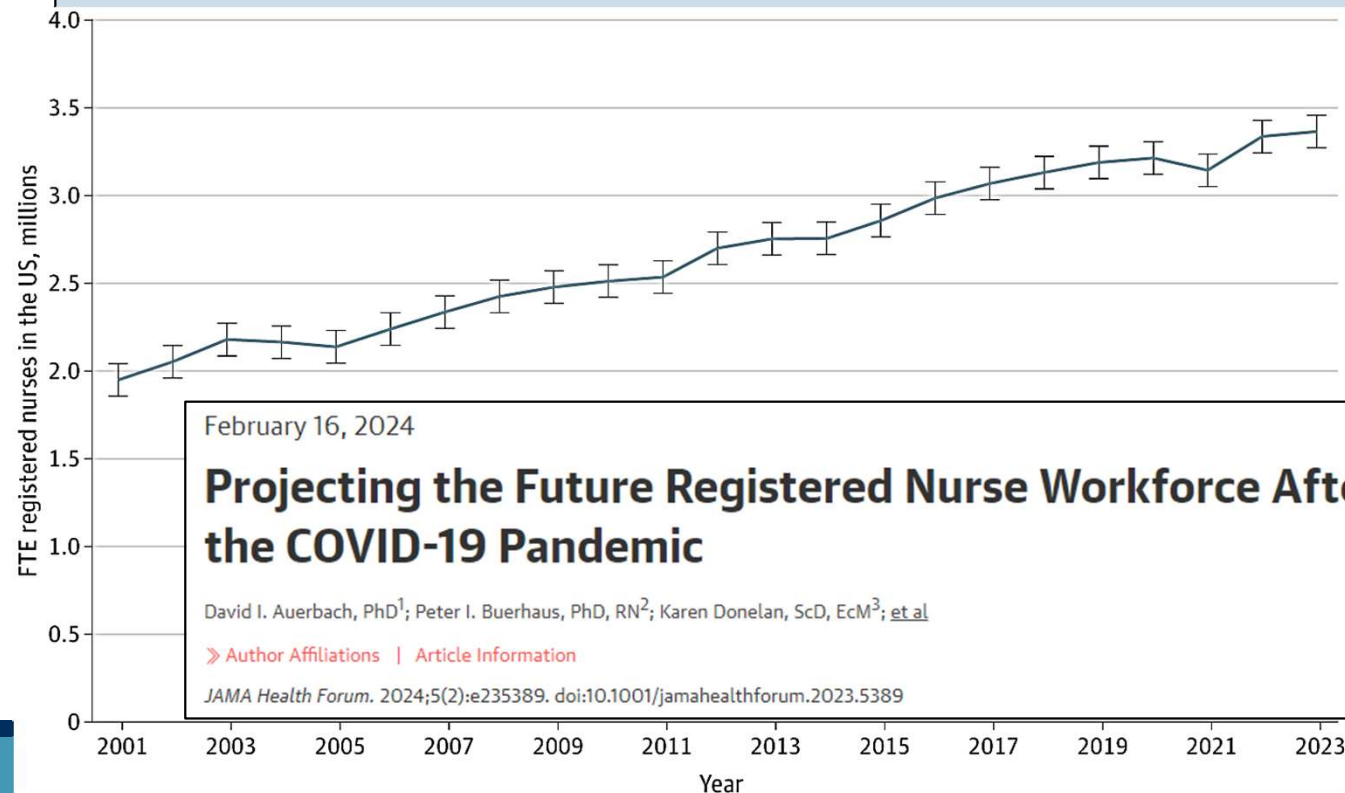
**WI in the midst of the baby boom RN exodus;  
virtual nurse programs, nurse residencies and flexible schedules help  
attract and retain RNs and bridge the gap.**

# RN Workforce Growth Lags Demand

WI's nursing workforce isn't growing fast enough. New models of education, new nurse educators and public-private partnerships to create accessible career pathways must be supported.

Bureau of Labor Statistics > Publications > Occupational Outlook Handbook > Healthcare

BLS projects RN employment to grow nationally by 200,000 jobs.



February 16, 2024

## Projecting the Future Registered Nurse Workforce After the COVID-19 Pandemic

David I. Auerbach, PhD<sup>1</sup>; Peter I. Buerhaus, PhD, RN<sup>2</sup>; Karen Donelan, ScD, EcM<sup>3</sup>; et al

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*JAMA Health Forum.* 2024;5(2):e235389. doi:10.1001/jamahealthforum.2023.5389

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State & Area Data

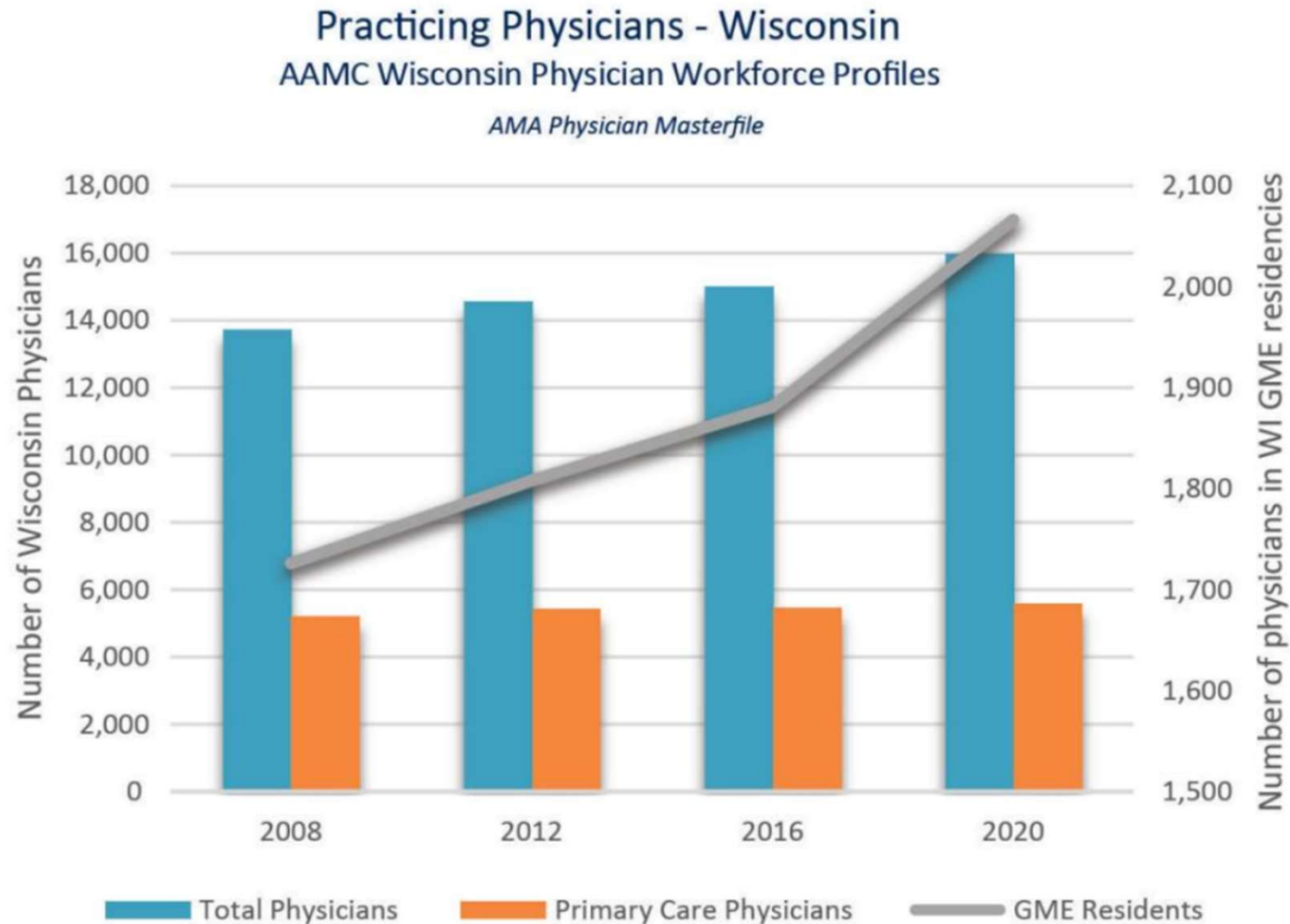
Similar Occupations

More Info



# Wisconsin's Physician Workforce is Growing ...

... just not fast enough



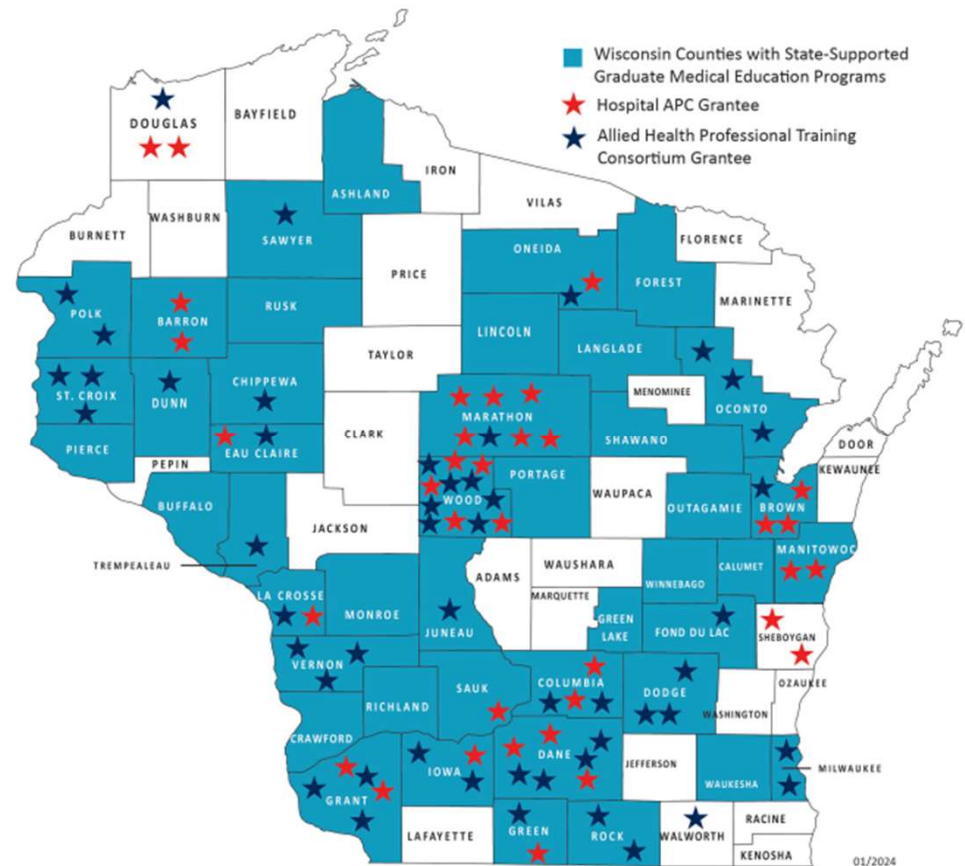
**63% of clinics and health systems struggling to meet demand; patients waiting 25% longer to see a primary care physicians.**

## GME, Allied Health and APC Grants Support Wisconsin's WF Pipeline

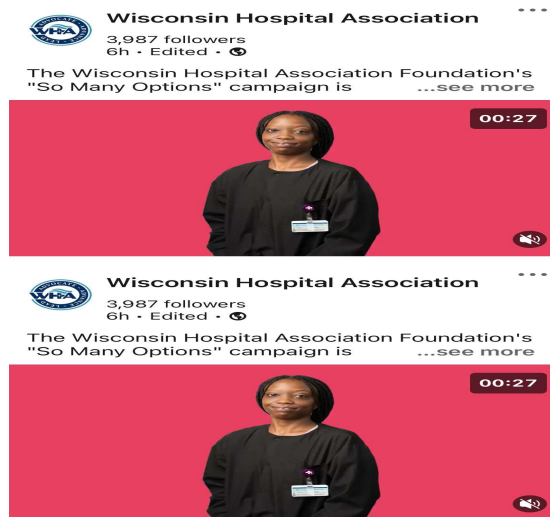
# WHA-Crafted Matching Grants Create Public-Private Partnerships

GME Residency, APC and Allied Health Professional Training Grantees in Wisconsin

- **119** ~~89~~ matching grants since 2013.
- Spurred **\$65** ~~\$57.8~~ million workforce investment.
- **153** ~~149~~ GME slots by 2024.
- **60** ~~54~~ new physicians every year when the pipeline is full.
- Allied health training opportunities for your **local needs**.



# First 24 hours: Social Media + Ads Go-Live



# 500+

## Clicks in the first 24 hrs

~~13,000~~ **20,000** Clicks; ~~1,500,000~~ **2.1 million** ad impressions;  
~~60,000~~ **64,000** visits to the website in the first ~~month~~ **6 weeks!**

# Addressing Retention and Burnout

## Top Opportunities for Organizational Investment (14)

Prior research	Today
Competitive salary	Competitive salary
Health insurance and coverage	Health insurance and coverage
Digital, technology, and analytics	Digital, technology, and analytics
DEI	DEI
Professional growth opportunities	<b>Paid time off</b>
Transportation benefits	<b>Workload</b>
Feeling valued	<b>Work-life balance</b>
Leadership experience	<b>Scheduling flexibility</b>
Role alignment	<b>Competitive annual bonus and financial incentives</b>

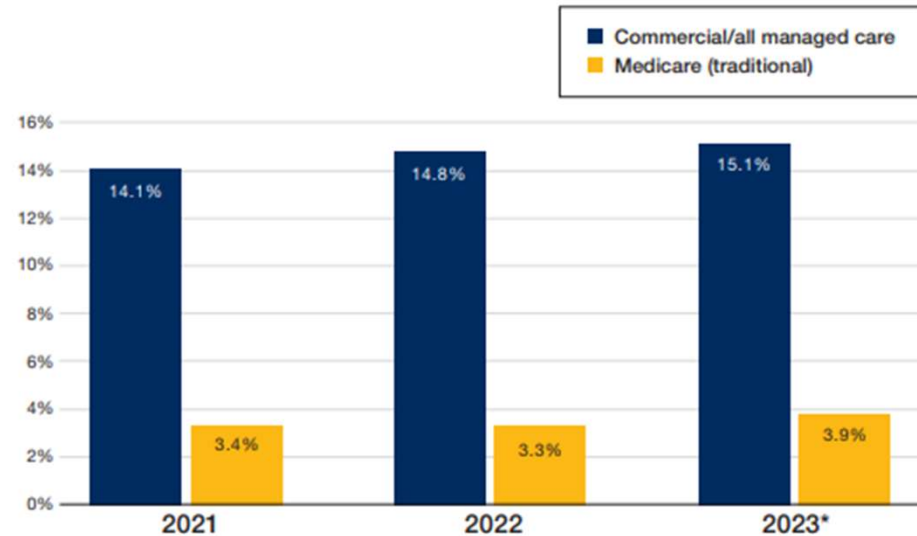
Gray text = no longer highly important to staff  
**Bold** = new factor highly important to staff



An unacceptable pressure continues to be felt by health care workers more than any other segment of the workforce—violence in the workplace. In Medscape’s 2023 survey of nurses 72% of respondents had experienced verbal abuse from patients, patient family members and visitors, and even from co-workers, in the past year. (17)

Wisconsin led the way in 2021 with a new law adding threats of violence to the higher penalty already in place for acts of violence against health care workers. Wisconsin’s new felony law aimed to make it very clear that violence against health care workers is unacceptable but is only a single component of reducing the violence and threats of violence that continue to occur.

Percentage of inpatient and outpatient claims initially denied for any reasons by payor category

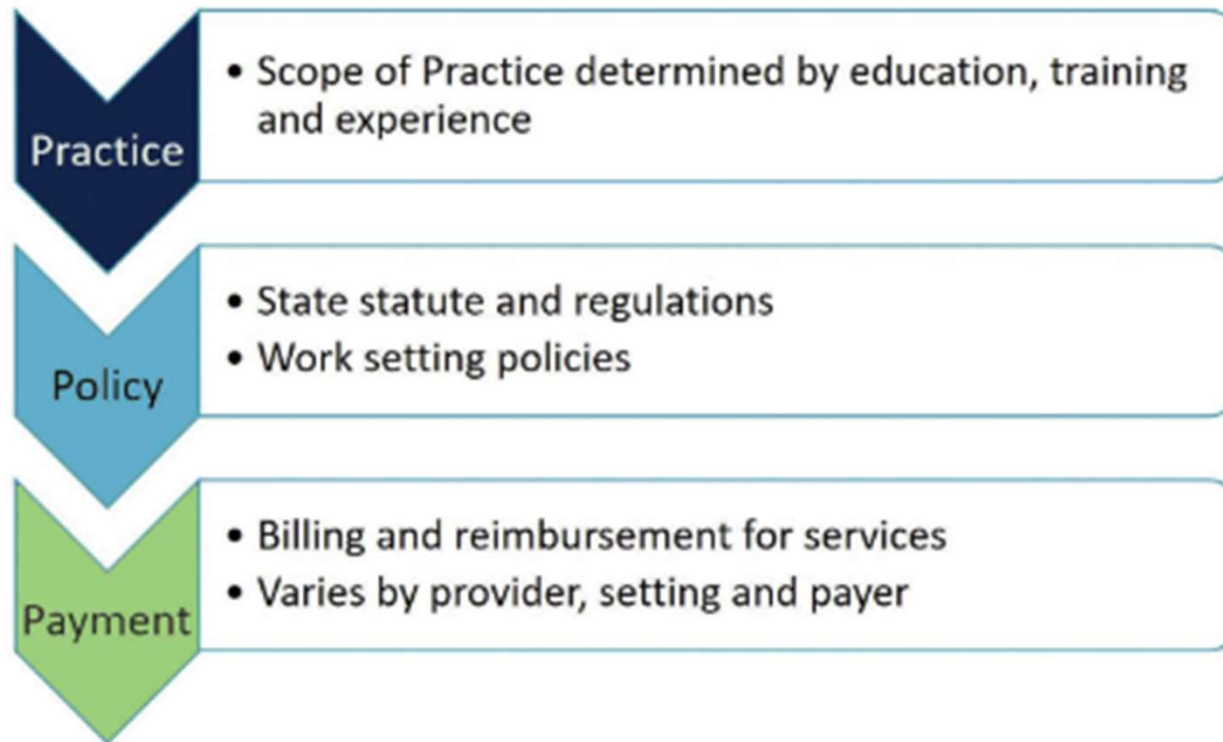


\* Through first three months of 2023  
 Source: Crowe RCA

*More tethered to the EHR than ever: 2024 update shows Family Practice physicians spend **20% more time** in the E.HR than three years before.*



# WHA's Three Ps



**Partnering to make changes internally and externally to grow our workforce faster, allow that workforce to reach their full potential and protect the health care workforce from regulatory burden and burnout.**