

Project Description

In 2018, health care industry leaders, representing a cross-section of the industry from Goshen, Niobrara, and Platte Counties came together to identify opportunities and actions needed to promote the growth of the sector. In addition, community partners from workforce development, education, and economic development attended as observers. Participants identified the following opportunities for growth in the healthcare sector in the region:

- **Growing markets**, including an overall increase in the need for health care services from population and economic growth, as well as specific drivers of new health care demand (e.g., healthy aging, youth, reduced stigma in rural communities to counseling, mental health wellness, and proactive patients).
- **New services and technologies**, including prevention services/screenings and integrative medicine, as well as new applications in networking and IT, patient portals, use of social media, and telehealth.
- **Public and private policy impacts**, including state licensing standards (e.g., PAs, NPs) and insurance billing practices.
- **Attractiveness of industry for advancement**, specifically excellent and diverse growth opportunities for careers in health care without having to leave the region.

Requirements/Needed Actions to Capitalize on Growth Opportunities

Business/employer participants identified the most important requirements to capitalize on these opportunities, with priorities grouped into 3 major areas for action:

1. Specialty Talent
 - a. Recruit specialty talent from outside the region.
 - b. Expand continuing education in specialty areas for local residents.
 - c. Fill the talent pipeline by exposing youth to specialty health care careers.
2. Patient Marketing/Education
 - a. Create a Community Healthcare Directory.
3. Care Coordination
 - a. Create an active interdisciplinary referral system
 - b. Purposely build more local high-quality interdisciplinary treatment teams
 - c. Work together as a regional industry to engage key stakeholders
 - d. Strategically collaborate with insurance providers to support stronger care coordination

Next Steps

At the Next Gen Academy (March 22, 2023), stakeholders from Goshen Economic Development, Eastern Wyoming College, and Volunteers of America, determined these next steps:

- Communicate the value of the partnership using current labor market data to update talking points.
- Confirm that talent development, patient marketing/education, and care coordination are still priorities through surveys, focus groups, and local/regional meetings.
- Engage industry partners by understanding needs, demonstrating value, and regular communication, regional and county meetings, and quarterly reports on progress toward the priorities and objectives identified by the Healthcare Sector.

Budget Narrative

The Next Gen Support Grant will be used for professional and administrative support for the Tri-County Healthcare Alliance.

- Outreach and Recruitment of Partners.
- Facilitate meeting(s) to update the Action Plan and/or Sustainability Plan of Next Gen Sector Partnership, for the purpose of setting priorities and seeking funding.

Goshen Economic Development has committed to support the Tri-County Healthcare Alliance by contracting with a consultant to provide outreach to industry partners and community support organizations, and facilitate meetings to prioritize the objectives, determine action plans, and support the implementation efforts through obtaining resources and reporting on progress for sustainability. The consultant will coordinate efforts with the Wyoming Next Gen Sector Partnership Coach and utilize resources and techniques from the Next Gen Sector Partnership Community of Practice.

The Next Gen Support Grant will be used for consulting services. Goshen Economic Development will match the grant request with \$1,500 in-kind services:

- Personnel: \$500. Staff to assist with surveys and email communication.
- Supplies: \$500. Includes meeting supplies and copies.
- Travel: \$500. Mileage reimbursement at the IRS allowable rate for travel to 3 meetings in Lusk, 3 meetings in Wheatland, and 2 meetings in Guernsey.

At the Next Gen Academy (March 22, 2023), stakeholders from Goshen Economic Development, Eastern Wyoming College, and Volunteers of America, determined these next steps:

1. Communicate the value of the partnership using current labor market data.
 - a. Update talking points.
 - b. Review contact list of industry and community partners.
2. Confirm that talent development (recruitment, training, career exploration) is still a priority.
 - a. Survey, focus groups, and local/regional meetings.
3. Engage industry partners by understanding needs, demonstrating value, and regular communication.
 - a. Semi-Annual regional meetings - Guernsey
 - b. Quarterly county meetings - Lusk, Torrington, Wheatland
 - c. Quarterly reports on progress toward the priorities and objectives identified by the Healthcare Sector.
 - d. Identify funding sources for the sustainability of the initiative.