99TH NHA ANNUAL Convention

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Workforce Initiatives in Nebraska: New Partnerships, New Pathways, and New Opportunities

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Stan Odenthal, Senior Director of Workforce Initiatives

Topics:

NEhealthcareers.com

NHA JobLink

Leadership Institute

Verified Credential

LB 227 Overview

Rural Health Transformation Program

NHA CARE Pathways: Registered Apprenticeships

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NEBRASKA Health Careers



Our new workforce-focused website:

www.NEhealthcareers.com



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NHA JobLink

https://www.nhajoblink.org



Industry-Specific Job Board

- Easy to create FREE Applicant profiles
- Users can make their profiles publicly visible to employers
- Tools and alerts can help job seekers match with new job postings

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NHA JobLink



https://www.nhajoblink.org

Member Hospital Discount

- 30-day job posting = $150
  - **CODE: 50OFF30**
- 60-day job posting = $200
  - **CODE: 50OFF60**

Through June 30th

For custom pricing contact:

Brian Agnes 770-810-6979

bagnes@naylor.com

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NHA Leadership Institute

Purpose: The NHA Leadership Institute is an initiative that is made up of a comprehensive curriculum that combines core leadership competency working sessions and multiple layers of applied practice in health care. Coursework focuses on the unique challenges and organizational management techniques facing hospitals.

The Program:

- Nine in-person sessions
- 360° Assessment
- Executive Leadership Coaching (two individual sessions)
- Core Courses & Curriculum
- Leadership Institute Portfolio
- NHA Download Center
- Hospital Tours
- Recognition for participant

The Dates

March – October 2026
Application period prior

The Cohort

40 emerging and mid-level leaders

Partnership

NHA and Bellevue University

Recognition

Graduates are recognized at an awards banquet

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Verified Credentials - ReportView

Value Add for Hospitals:

- Students give permission to share records with hospitals
- Affiliate agreement between hospital and Verified Credentials
- Affiliates have access to student compliance documents
- Efficient document sharing
- **No cost to the hospital**

Contact:
neal.josten@verifiedcredentials.com

verified CREDENTIALS



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LB 227 Overview

Shared Clinical Model
Purpose: Grow NE's nursing workforce by removing bottlenecks in clinical education and improving training infrastructure statewide

Nurse Internship
Purpose: Innovative approach to grow and retain the nursing student pipeline

Simulation Equipment
Purpose: Expand access to high-quality, hands-on training tools that strengthen clinical training capacity, workforce readiness and enhance patient care

Website & Marketing Campaign
Purpose: Increase awareness of health care careers, recruit and develop the future workforce, and support long-term workforce sustainability



Partnerships

Enhanced clinical & academic collaboration



Equipment

Training available

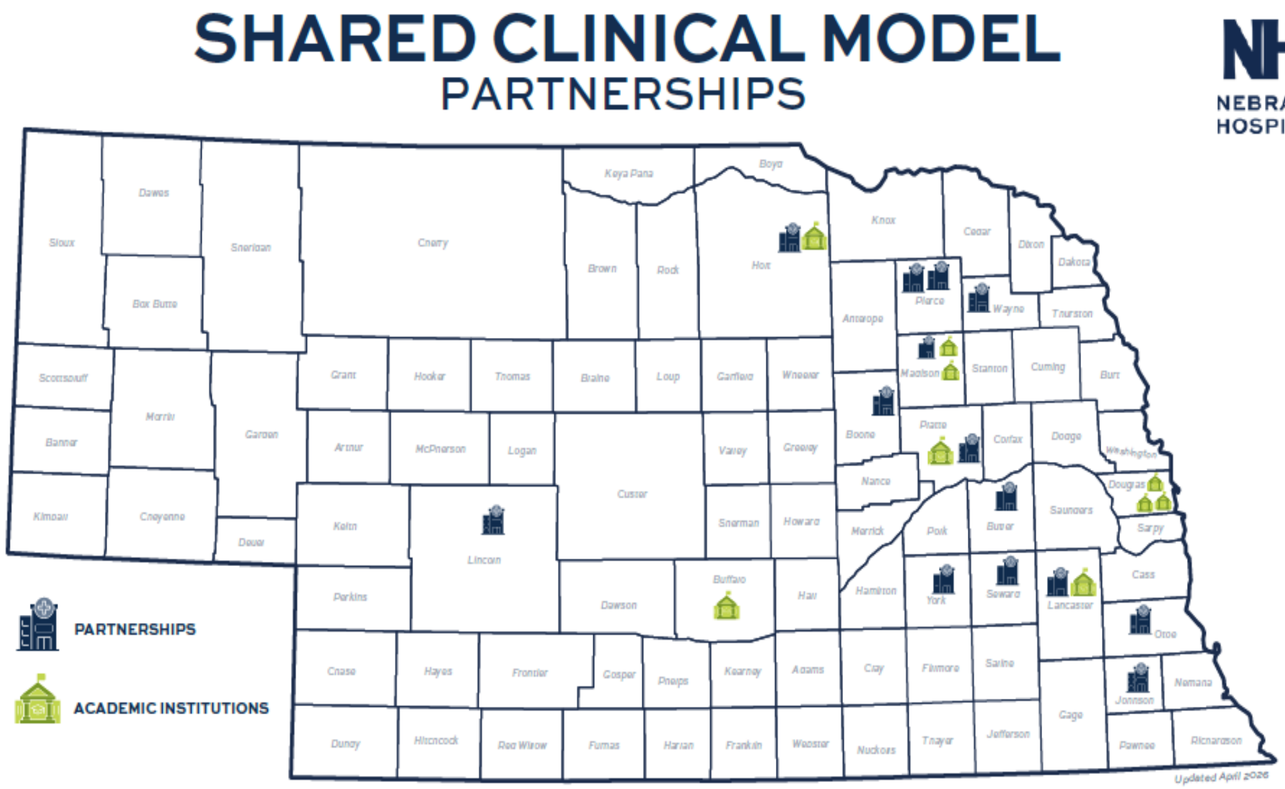


Website and Marketing

Expanded outreach and resource sharing

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Shared Clinical Model



HOSPITAL	ACADEMIC PARTNER
Avera St. Anthony's	Northeast Community College
Boone County Health Center	University of Nebraska Medical Center - Norfolk
Butler County Health	University of Nebraska Medical Center - Lincoln
CHI Plainview	University of Nebraska Medical Center - Norfolk
Columbus Community Hospital	University of Nebraska Medical Center - Norfolk Central Community College Northeast Community College
Great Plains Health	University of Nebraska Medical Center - Kearney
Johnson County Hospital	Creighton University
Memorial Hospital	University of Nebraska Medical Center - Lincoln
Nebraska Medicine	Clarkson College
Osmond General Hospital	Northeast Community College
Providence Medical Center	Northeast Community College
Syracuse Area Health	University of Nebraska Medical Center - Lincoln
York General	University of Nebraska Medical Center - Lincoln

Hospital

Clinical Practice Instructor incentive fees

CPI Courses

Course & book subsidies

Academic Center

Faculty mentorship incentive fees

Nursing Students

Travel/Lodging Subsidy

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Nurse Internship

- Over 70 NE students served to-date
- 9 NE hospitals hosting paid student nursing intern experiences
- Outcomes:
  - Rural hospital recruitment opportunities
  - Over 95% of interns want to continue in nursing education
  - Over 76% students identified specific area of nursing interest
  - Enhanced professional development and leadership training

Hospital Incentives

Partial intern wage subsidy

Hospital incentive fee

Recruitment pipeline

Student Incentives

Paid internship experiences

Mileage/housing funding

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Simulation Equipment Training

Simulation Equipment Location	Training Scenarios
Boone County Health Center	Postpartum hemorrhage, maternal assessment, and emergency response
Bryan College of Health Sciences	Pediatric emergency, trauma, and critical-care training
Columbus Community Hospital	Labor and delivery, and postpartum training
College of Saint Mary	Labor and delivery, and obstetric emergency training
Columbus Community Hospital	Adult airway, cardiac, trauma, and emergency care training
Metropolitan Community College	Pediatric emergency and critical-care simulation
Midland University	Childbirth and maternal-fetal health - nursing and obstetric training
Nebraska Methodist College	Labor and delivery, newborn assessment, and resuscitation
Nebraska Methodist Hospital	Adult trauma response, airway management, and cardiac life support
Nebraska Wesleyan University	Nursing care simulator adult with newborn for OB and infant care
Northeast Community College	Adult emergency medicine and complex clinical scenarios
Union Adventist University	Pediatric with integrated audiovisual debriefing
UNMC Omaha	Respiratory, cardiac, neurological, emergency care
UNMC Lincoln	Virtual reality for EMS, trauma, emergency medicine
UNMC Norfolk	Emergency and inpatient training
Western Nebraska Community College	Hemorrhage control, battlefield medicine, and high-injury scenarios



Hospital Incentives

High fidelity & VR tools

Hands-on, competency-based training

Expands rural education capacity

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Marketing Campaign









Marketing Campaign Analytics

This campaign increased awareness of health care careers, engaging prospective workforce candidates, and driving traffic to career resources

Social Platforms

- 7.4M impressions and 158,000 clicks across YouTube, Meta, LinkedIn
- Engagement rates remain above industry benchmarks – strong audience in health care careers
- “Careers That Don’t Crash” creative emerged as highest-performing message to-date

TV/Radio & Awareness

- TV & digital awareness = 850,000 impressions
- Connected TV achieved 97.5% completion rate
- Additional exposure generated through community-based advertising

Website/Email Outreach

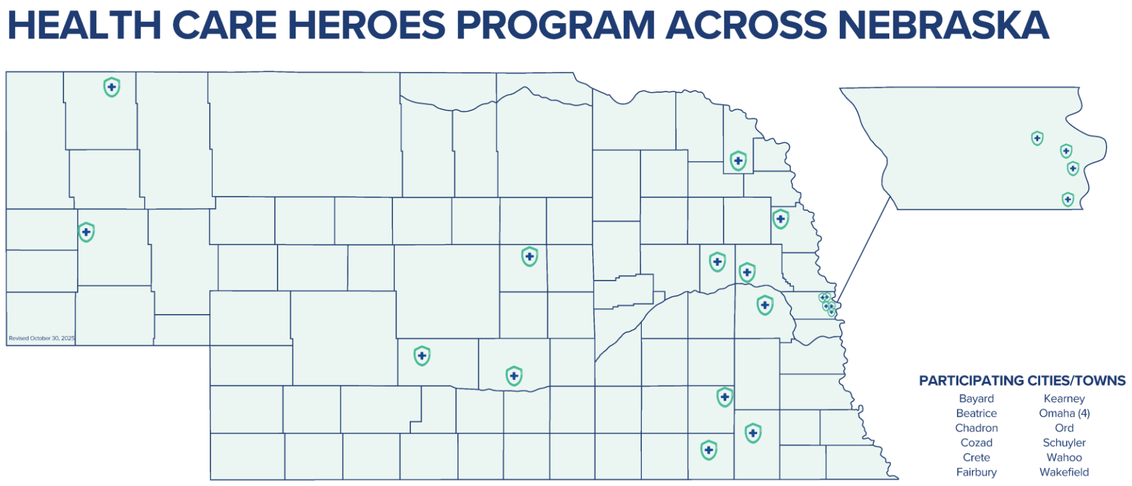
- 6,000 high-intent clicks from individuals actively seeking career opportunities
- Email outreach remains consistent, generating over 44,000 views and 3,300 clicks

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Rural Health Transformation

Health Care Heroes:

- The NHA was asked by DHHS to submit a proposal under RHTP to expand the Health Care Heroes Program in rural Nebraska.
- This hands-on learning program aimed at 3-5th graders guides students through activities that focus on specific health care occupations.
- Funding from Medica and NMA provides materials to support the hands-on learning.



Health Care Heroes

Started in 2024

28 unique sites

Currently grades 3-5

RHTP Improvements

Enhancing curriculum

Expanding occupations

Improving instructor support/resources

Providing stipends for instructors

Expanding to 2nd grade

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Rural Health Transformation

Pre-Apprenticeship

- Purpose: structured training programs that prepare people for entry into a formal Registered Apprenticeship program

- The Value of Pre-Apprenticeships
  - Connects a stronger talent pipeline to health care jobs
  - Expands access for students
  - Improves apprenticeship completion rates
  - Strengthens employer-education partnerships
  - Strengthens partnerships with workforce and youth-serving programs
  - Great recruitment tool
  - Allows students career exploration opportunities earlier
  - Students gain confidence while building technical skills

Pre-Apprenticeship

Direct connections to NHA's apprenticeship programs

High school-age students

RHTP Funding

15 high schools

Average award of $10,000

Certifications/credentials for students

Direct pathways to apprenticeship programs

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NHA CARE Pathways: Registered Apprenticeship

Medical Coder Program has been Approved by U.S. Department of Labor
Purpose: This initiative represents a strategic investment in growing, training, and retaining a highly skilled workforce that supports hospital operations, financial sustainability, and quality patient care.

Through this model, apprentices will develop competencies in:

- Medical coding and classification systems
- Health information management and electronic health records
- Revenue cycle and billing processes
- Regulatory compliance and data accuracy

Structure

NHA is the Group Sponsor
Hospitals are the employer

On-the-Job

Approximately 2000-2825 hours to complete competencies

Classroom

Programs approved at Nebraska schools

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NHA CARE Pathways Key Components

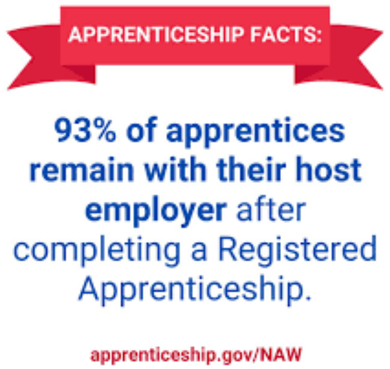
- Earn-while-you-learn model
- Upskilling existing staff or recruiting new team members
- Minimum high school diploma/GED and at least 16 years old
- Mentorship component required
- Agreement between NHA and hospital employer
- Agreement between hospital employer and apprentice
- Wages must be at least $18.00 per hour starting rate and $20.00 per hour upon program completion
- NHA Foundation is making grant stipends available for 15-NHA hospital member apprenticeships
- Apprentices my choose programs at any Nebraska community college or Clarkson College
- Reporting requirements for competency completion



Registered Apprenticeships

Future Pathways, Funding, and Pre-Apprenticeship:

- Future NHA CARE Pathways Apprenticeship Programs:
  - Rad Tech
  - Surgical Tech
  - Lab Tech
  - Respiratory Therapist
  - RN
- We are prioritizing these occupations for our apprenticeship efforts based on surveying data from our hospitals
- Looking at funding streams to support the effort for hospitals
- Will directly connect with high school pre-apprenticeships



Future Pathways

Working on approvals through USDOL

Surgical Tech and Lab Tech are next

Funding

NHA Foundation funding

Anticipating other future funding sources

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Thank You!

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