Member Toolkit

Staff Recruitment During COVID-19 Crisis
In an effort to support members facing workforce challenges during the COVID-19 public health crisis, Massachusetts Senior Care Association has developed a Member Toolkit offering resource and strategies to assist with staff recruitment. Working with both public and private entities, Mass Senior Care collaborated with the Massachusetts Executive Office of Health and Human Services to launch the state’s LTC Staffing Portal at https://covid19ltc.umassmed.edu/ and partnered with Monster.com to create the Home to Help Senior Care Initiative at www.monster.com/hometohelp. In addition, Mass Senior Care is advocating for the approval of online CNA training programs with the Massachusetts Department of Public Health.

Our goal is to help Mass Senior Care members reach job seekers to alleviate short-term staffing needs during the state of emergency, as well as develop a pipeline to meet future workforce demands.

In this Toolkit, you will find the following resources to assist your facility with recruiting new staff and planning for workforce disruptions due to the COVID-19 crisis:

- Promoting Senior Care Opportunities to Job Applicants
- Workforce Planning During COVID-19 Crisis
- Monster.com Home to Help Senior Care Initiative
  - NEW - Resident Care Assistants
  - Job Applicants From Monster.com
- Massachusetts LTC Staffing Portal
Promoting Senior Care Opportunities to Job Applicants

During this challenging time, as non-essential businesses have either closed or reduced their hours of operation, workers in other sectors including restaurant, hospitality and service industries have either temporarily or permanently lost their jobs. Additionally, a large pool of health care workers has been furloughed, joining the growing population of those individuals looking for both temporary and long-term work. These individuals are prime candidates for open care positions in senior care.

Mass Senior Care, in collaboration with the COVID-19 Policy Alliance, has participated in focus groups with potential job applicants. In these focus groups, we have learned that the primary concerns potential workers have to joining the senior care workforce are inadequate wages and worker safety during the pandemic. We therefore urge nursing facilities to review and adjust their wage scales to attract new hires and pay a premium hero’s wage during the pandemic. Also, when recruiting these workers, it is important to reassure them that safety is a top priority and that the organization is able to provide them with the Personal Protective Equipment (PPE) they need. As part of MassHealth’s Phase 2 investment of $130 million, nursing facilities are required to use this increased funding to help retain current staff, recruit new and temporary staff, secure PPE and ensure infection control protocols.

Consider these tips in terms of messaging to new job applicants:

- Promote a premium wage, benefits, and job security for a rewarding career in senior care
- Underscore staff safety and health as top priorities
- Be empathetic to their situation if they have lost a job or been furloughed
- Rather than using canned job descriptions, paint a day in the life for job applicants
- Communicate how they can help others and make a difference in the lives of residents
- Share opportunities for growth, including career ladder programs and CNA training that may be available
- Be flexible with scheduling and shift swapping for part-time employees – many people are juggling child care and other family situations
**Workforce Planning During COVID-19 Crisis**

Based on the experience of Massachusetts nursing facilities who have already conducted baseline testing for staff, Massachusetts Senior Care Association is advising our members to plan for a potential 20% to 40% workforce disruption for ten to fourteen days during the COVID-19 pandemic.

**Below are some high-level advance planning recommendations:**

- Review facility’s staffing Continuity of Operations Plan (COOP).
- Immediately post current and anticipated job openings on the state’s LTC Staffing Portal at [https://covid19ltc.umassmed.edu](https://covid19ltc.umassmed.edu).
- Review wage scales and incentive pay to help ensure coverage.
- By arranging for testing outside of the mobile testing program via the National Guard, facilities should consider testing staff in stages.
- Distribute the facility’s return to work policy to each employee.
- Identify backup staff in your facility that could help to provide coverage for the necessary 10 to 14 days.
- Identify Temporary Nursing Agencies to provide coverage.
- If your facility is part of a network of facilities, determine if staff can be redeployed to your building, consistent with infection control practices.
- Request support from the state’s clinical care teams that are made up of RNs, LPNs and CNAs.
- Consistent with cohorting guidance and, if your census allows, consider combining and then temporarily closing a unit.

*Please note that DPH has not authorized the use of the CDC’s Crisis Staffing Policies.*
Monster.com Home to Help Senior Care Initiative

To assist members with staffing challenges during the COVID-19 pandemic, Mass Senior Care Association and the COVID-19 Policy Alliance have partnered with Monster.com to launch the Home to Help Senior Care Initiative to connect job seekers to nursing facility members. For each member nursing facility, four job positions have been posted, including Resident Care Assistants, CNAs, LPNs and RNs, which offer a $1,000 state-sponsored signing bonus to individuals beginning work in long-term care facilities by May 15th. To date, Monster’s new initiative has yielded over 700 job applicants from over 300 candidates for Mass Senior Care members.

Our goal is to help Mass Senior Care members reach job seekers to alleviate short-term staffing needs during the state of emergency, as well as develop a pipeline to meet future workforce demands.

NEW - Resident Care Assistant Position

Working with Mass Senior Care, Monster.com initiative has actively targeted individuals with some or no prior healthcare experience to apply as Resident Care Assistants, an entry-level position which works with nursing facility staff to assist and support residents with personal, physical and comfort care. Mass Senior Care is working with Massachusetts Department of Public Health to expand online CNA training for skilled nursing facilities which would allow facilities to train and build a career ladder for Resident Care Assistants to become CNAs.

In a recent workforce survey, Mass Senior Care members overwhelmingly stated they would be interested in hiring non-certified, entry level positions such as the Resident Care Assistant position to assist the nursing staff with tasks such as bed making, delivering meals, washing residents’ hands, etc. To prepare new hires for this position, members can use the AHCA/NCAL free 8-hour online training program for “temporary nurse aides” at www.TempNurseAide.com. The AHCA Temporary Nurse Aide training program does not need approval by the Massachusetts DPH as it is not a Certified Nurse Aide training program. However, your facility could use this training to develop basic skills and help prepare the new hire for the Resident Care Assistant position.
Job Applicants From Monster.com Home to Help Senior Care Initiative

Monster’s **Home to Help Senior Care Initiative** has launched a new platform bringing 1,200 long term care job postings to the career site, at no cost to members. For each member nursing facility, four job positions have been posted, including Resident Care Assistants, CNAs, LPNs and RNs. The facility’s designated Monster.com contact will receive job applicants’ resumes in an email from route@monster.com. To ensure delivery of these emails, please add this email to your Address Book or ask your IT department to make it a safe sender. Easily access the resume of job applicants – there is no need to create a Monster account or log in, just click the attachments in your email from Monster to view the applicant’s resume.

Please contact a team member at [Mass Senior Care](mailto:mscajobs@gmail.com) if your facility would like to:

- **Update Facility’s Designated Monster.com Contact**
  Your facility’s designated contact person will receive emails from Monster.com with resumes of job applicants. The facility’s designated person can be the facility’s Administrator, DNS, HR personnel or corporate contact.

- **Opt Out of Job Position(s) on Monster.com**
  If your facility does not need staff for the following positions -- Resident Care Assistant, CNA, LPN, or RN -- please inform Mass Senior Care’s team who will remove this job posting on Monster.

- **Pass on a Job Applicant/Resume**
  If your facility does not plan to hire the job applicant, please inform Mass Senior Care’s team so we can share the resume with local nursing facilities in the area.

- **Hire a Job Applicant**
  To help us build a better platform for members and to provide feedback to Monster.com, it will be helpful for the Mass Senior Care team to know when a facility hires an applicant.

**Free Job Postings on Monster.com**

To assist members with staff recruitment, Mass Senior Care has also partnered with Monster.com to post and market both paid positions and volunteer opportunities at member facilities. Mass Senior Care provider members can post positions individually at no cost using this link: [https://hiring.monster.com/order/promo.aspx?pid=22382US_SITE](https://hiring.monster.com/order/promo.aspx?pid=22382US_SITE)

Please include "**Brought to you by Mass Senior Care**" in the job description so Monster.com can aggregate jobs in search function. Please click here for [Monster Job Posting Instructions](https://hiring.monster.com/order/promo.aspx?pid=22382US_SITE).
Massachusetts Long Term Care Staffing Portal

The state of Massachusetts has stood up a staffing portal to match potential candidates with nursing facilities, rest homes and assisted living residences who have indicated a need for staffing. To participate, a facility will input their staffing needs on the Portal's website https://covid19ltc.umassmed.edu/. The Portal will match facilities in need with candidates who have indicated their willingness to work in long term care facilities during the pandemic. The facility will have 12 hours to inform the Portal if they will be hiring or following up with the candidate. If the Portal does not hear back within 12 hours, the job seeker is re-matched with other facilities in need.

A $1,000 signing bonus is provided to all individuals who register through the LTC Staffing Portal and work for a certain amount of time in a nursing home. MassHealth will make supplemental payments to nursing facilities for the expense they incur. For additional information regarding this announcement, please click here.

Due to the high demand in staffing, the LTC Staffing Portal encourages facilities to:

1) Respond Immediately Within 12 Hours
Please respond to the Portal within 12 hours if your facility plans to hire or follow up with the matched candidate. Please click here to review FAQs related to the staffing portal.

2) Ensure Email Deliveries From COVID19.LTC@umassmed.edu
To ensure the portal’s emails are not caught in a spam filter, please add the above email address to your Address Book or ask your IT department to make it a safe sender.

3) Provide a Secondary Contact Person
Your facility can add a secondary contact person to the facility’s profile. This may be helpful in getting back to candidates and the Portal sooner.

4) Update Facility Request Every Three Days
The facility’s request remains in the portal for three days. After three days, the facility will need to re-enter their request at https://covid19ltc.umassmed.edu/.

Please contact COVID19.LTC@umassmed.edu if you have any questions about the portal.