

Caring For The Community

A nationwide shortage of Emergency Medical Technicians (EMT) has made it difficult for Emergency Medical Services (EMS) providers to find qualified licensed personnel to provide care to their patients. MediRide, Incorporated of Marquette, Michigan, was experiencing some difficulty in recruiting EMT's until they discovered the services of Michigan Works!

"Michigan Works! has more than exceeded our expectations. They have repeatedly delivered the kind of quality, caring and licensed professionals our ambulance service requires. We couldn't be more pleased with the great work that Michigan Works does for us," said David Guizzetti, MediRide, Inc.

MediRide, Inc. President, David Guizzetti explained that MediRide received immediate results when listing EMT positions with Michigan Works! "We had tried almost every other option out there, from the classifieds to radio advertising, trying to find licensed EMT's, but we didn't get the kind of response that we needed. Just trying to find quality crewmembers was beginning to cost our service a lot of money. Finally, we discovered the services of Michigan Works! and listed our position openings with them. The first day our ad was on their website we received three responses from EMT's right here in our area. They never even saw the classified ads that we were running in the newspaper. Those were not the only inquiries. Many other licensed EMT's responded over the next couple of days and we continue to hear from people even now! Michigan Works! has more than exceeded our expectations. They have repeatedly delivered the kind of quality, caring, licensed professional our ambulance service requires. We couldn't be more pleased with the great work that Michigan Works does for us," said David Guizzetti, MediRide, Inc.



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MediRide, Incorporated is Upper Michigan's most complete medical transportation service. They offer a variety of services to the residents of the Upper Peninsula at an affordable cost. MediRide primarily offers fully licensed ambulance transportation to stretcher bound patients leaving hospitals and headed for Nursing Homes, Assisted Living Facilities, other hospitals, or even their private residences at more than half the cost of other area providers. MediRide is a Medicare, Medicaid, and Blue Cross/Blue Shield of Michigan provider also. Unlike other area ambulance transport providers, MediRide will take patients long distances. Since the company's beginning, they've transported patients to destinations in lower Michigan, Wisconsin, and Minnesota as well as providing transportation within the local area.

Michelle DeLisle, Co-Founder of MediRide, Inc. wanted to provide a needed service to the people of the U.P. at a price that they could afford. "When you tell someone you're in the ambulance business, and that you charge half the cost of the other ambulance service charges, they usually always tell a story about how much they themselves or a family member has had to pay for ambulance transportation in the past. When I tell them how much that they could've saved using MediRide's ambulance instead, they can't believe how affordable and reasonable our charges are in comparison. That's really why we started this company. We just thought it was ridiculous how much people were being charged for these types of transports. We've also found that some of the bigger hospitals that have their own ambulance services don't inform their patients that MediRide's ambulance is an option to them. Those patients are then unable to make their own decisions on who is providing their ambulance transport and at what cost that transport will be to them. We always try to let people in our community know that they do have a choice and we encourage them to tell their health-care providers that they choose MediRide. If they don't, the chances are they'll end up with a more costly service."



MediRide, Inc. also uses Michigan Works! The Job Force, to find additional crewmembers to man their other transportation services. "We're also always looking for personnel to help us operate our wheelchair van and AssistCAR transports and Michigan Works has come through for us in that area as well," said Guizzetti.

In addition to ambulance service, MediRide, Inc. offers wheelchair bound patients transportation to medical appointments, (continued on page 7)



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Presidents Corner: Addressing Healthcare Worker Shortages

Across the country, our population is aging. As our citizens age, their need for healthcare increases, causing a need for an increased healthcare workforce. However, the traditional ratio of individuals entering into healthcare professions does not meet that need, and therefore, we are beginning to feel the effects of a workforce shortage.

Concern about the healthcare workforce shortage has prompted Michigan Works! The Job Force Board to develop a broad based partnership among a variety of healthcare providers to research the healthcare workforce shortage and its implications on Upper Peninsula Healthcare providers.

The Job Force Board's partnership, The Health Round Care Roundtable, is a diverse group of representatives made up of Co Chairs, Al Hendra, Marquette General Hospital, and Roger Burgess, St. Francis Hospital, along with members, Gerald Betters, Pinecrest Medical Care Facility, Teri Arseneau, UP Rehab. Medicine, Sandy Spoelstra, Lake Superior Community Partnership, Linda Lewandowski, Bay College, Cameron Howes, Northern Michigan University and Norm McKindles, Superintendent, North Central Schools.

Demographic pressures influence both supply and demand of healthcare professionals. The Job Force Board previously had done an environmental scan to measure these pressures in our area. Data obtained in this scan revealed declining student enrollments in our region's school districts, an aging workforce, and a migration of youth from ages 19-27 out of the Upper Peninsula. At a time when the entire Nation is experiencing a shortage of healthcare professionals, the situation in the Upper Peninsula can potentially be even worse due to declining number in our younger workforce.

These are not short-term or cyclical problems as the Upper Peninsula faces an aging, retiring workforce, fewer young people are choosing healthcare careers and health occupations in our area. In the past, there have been temporary or short term shortages of healthcare professionals that were addressed by employing flextime, higher wages, bonuses, increasing immigration and scholarships. However,

these solutions will not provide the long-term solutions needed at this juncture.

The need for healthcare employees continues to grow for a variety of reasons, including the noted changing demographics. However, the quality of the healthcare careers also continues to grow. Of the top 20 jobs projected for the year 2010, ten are in health care. To fill the shortage of healthcare professionals, and to communicate the vast benefit of these professions to individuals looking into career choices, The Job Force Board's Health Care Round Table has begun to develop long-term solutions.

Its first step was to develop a Mission and Vision Statement.

Mission: "To create a workforce to meet the Upper Peninsula healthcare industry needs"

Vision: "To attract and retain a high quality workforce by creating a positive image for health care occupations."

The Health Care Roundtable's primary goal is to have less than a 5% vacancy rate in health care occupations in the Upper Peninsula by the Year 2005. In order to attain this goal, the Roundtable has set forth a strategic plan for the region.

The first strategy deployed was to assess current and future workforce needs in healthcare. A survey was sent to 489 health care related organizations asking them to assist the roundtable by identifying by occupation, their current staffing levels, current staffing shortages and the anticipated staffing levels for 2005.

Top Areas of Demand Occupations are:

- Medical Coders/Billers
- LPNs/RNs
- Imaging/radiology
- Lab Positions
- Nurse Aids
- Housekeeping

The data being collected is being merged into a comprehensive database of health related organizations with their workforce and training needs. The next step is to identify existing education and training resources available to meet the needs of the healthcare industry including gaps.

The Roundtable will be targeting strategies to improve the image of health professions by increasing awareness among career guidance counselors, Michigan Works! Service Centers, post secondary advisors and recruiters and other Career Preparation System.



Will Carne, President of
The Job Force Board

Collaborative partnerships that emphasize and support the health sciences career pathways through work based learning, internships, job shadowing, healthcare career fairs, adopt a classroom and business/education partnerships are strongly endorsed and encouraged by the roundtable. Through these collaborative partnerships, the Healthcare roundtable will develop and sustain regional marketing and recruitment efforts by identifying target markets and providing support to the coordination and integrated marketing between secondary and post secondary schools.

One current recruitment effort is being aimed toward individuals who have previously worked in the healthcare industry, and who may be interested in updated their knowledge and certifications to rejoin that industry. All individuals of this nature are encouraged to contact their local Michigan Works! Service Center to see what their career options may be.

The Healthcare Roundtable will work diligently to ensure the proper numbers of healthcare professionals in our region. It is also looking to expand, and will be inviting representatives from across the Upper Peninsula to participate. We would like to thank area healthcare organizations for their assistance in filling out our surveys and proving us with a correct representation of our current climate. With the help of our community, we will be able to guarantee the workforce of tomorrow.

Profile of the Month: The Delta County Economic Development Alliance



The Delta County Economic Development Alliance is an alliance of public-private groups with an interest in promoting positive, sustainable growth for Delta County. The EDA serves as the central point of contact for assistance in the retention and expansion of existing business and in the attraction and development of new businesses.

support the town. When one of them closed in the mid-eighties, the effect was staggering. By 2000, we had more people employed in the manufacturing sector than when the Harnishfeger Corp was here, but they were spread among many industries. We are still industrial, averaging about 20% manufacturing, the same as the Michigan average.”

creation of a regional information base. It is the goal of the UPEDA to provide a single point of entry for business attraction as well as the conduit of information and opportunities throughout the Upper Peninsula. UPEDA serves all fifteen (15) counties of the Upper Peninsula.

This partnership includes local and county government, the Chamber of Commerce, private sector business, utilities, financial institutions, workforce development, and many other interested community leaders. A local board of directors governs it. The mission of the Delta County EDA is “To promote economic development through the attraction, retention, and expansion of business and industry.”

In the coming years, the goals for the Delta County EDA are to continue to grow businesses throughout the county, work toward keeping our airport viable, add to the technology and service sectors, and become a destination location for conferences and tourism.

For more information about UPEDA, contact Karen Olsen, Executive Director at (906) 235-0108 or ko@superiormichigan.com. Visit UPEDA’s website at www.superiormichigan.com.

The Delta County EDA celebrates its 10th anniversary in 2003, and is co-located with the Chamber of Commerce at 230 Ludington Street in Escanaba. The EDA believes its best success has been to diversify the economy in the Delta County Area. This is based upon lessons learned in the mid-1980’s.

As a provider of confidential assistance for existing and future businesses, the EDA works hard to facilitate sustainable growth and economic development in its area. Some of the other confidential core services provided by the EDA include: demographic information, site information and assistance, walk-in availability, business counseling services, SCORE (Service Corps of Retired Executives), interface with regional economic and workforce development entities, assistance with financial resources and options, personalized assistance, referrals and many more.

For more information about the Delta County Economic Development Alliance, visit their website at www.deltami.org. You can reach Linda Hirvonen by email at EDA@DeltaMi.org, or by phone at (906) 786-2192 or 888-DeltaMi.

Linda Hirvonen, Executive Director, and member of Michigan Works! The Job Force Board says, “We are an industrial waterfront community. We had relied on two huge industries to

As a founding member of the Upper Peninsula Economic Development Alliance, Delta County EDA issued the invitation in 1998 for other economic developers in the UP to gather in Escanaba to talk about regional efforts. The mission of the Upper Peninsula Economic Development Alliance is to enhance, link and promote the unique aspects of Michigan’s Upper Peninsula as a viable location in which to invest and conduct business. It accomplishes this through regular networking, education, regional image campaigns, regional marketing campaigns, and



Linda Hirvonen, Executive Director of the Delta County EDA, and member of Michigan Works! The Job Force Board

M-TEC Safety Michigan Technical Education Center Training

For further information contact:
Jayne Szukalowski, Director of Safety Training
906-786-5802 x 1510

Hazwoper
January 13-17, 2003

Forklift Training
January 23, 2003

MSHA Part 46 -
February 19, 2003

Excavation, Trenching and Shoring
February 4, 2003

3rd Annual **Upper Peninsula Safety Conference**

Thursday, January **30** 2003

M-TEC at Bay College
Located at 2000 N. 30th St., Escanaba, MI

REGISTRATION FORM, TOPICS & AGENDA ONLINE:
www.baycollege.edu/www/mtsafetyconf.html



at Bay College

For further information contact:
Jayne Szukalowski
Director of Safety Training
906-786-5802 or
800-221-2001. x1510

NEW CONFERENCE TOPICS

Michigan Works! Ready to Work Certificate Initiative

Michigan Works! is unveiling a new and exciting initiative called "Ready for Work" The goal of this initiative is to be responsive to the needs of the regional business community and to help provide them with entry level workers who will have a solid understanding of workplace requirements. In recent and in past conversations with business leaders and in reviewing the responses to the employer needs survey, Michigan Works! has identified a re-occurring theme. The level of "soft skills" attained by entry-level workers does not meet the needs of employers.

In response to this need Michigan Works! instituted an initiative wherein job candidates attend a series of workshops and can gain the

tools necessary to increase their soft skill attainment level. Upon completion of the workshop series, job candidates receive a certificate attesting to this attainment and a wallet size laminated copy to present to potential employers.

Additionally, this initiative will be all inclusive, meaning, by working in tandem with the Career Development Consultants and Career Preparation staff at ISDs, Michigan Works! can assist youth as well as adults in attaining the necessary skills to enter into the workforce. This can be accomplished not only at Michigan Works! Service Centers but at Career Fairs, in school presentations and any other appropriate venue such as on site at businesses.

Comprehensive workshops have been designed with input from the professional workforce development staff at Michigan Works! as well as input from area businesses and Intermediate School District Career Preparation staff. These workshops address issues such as: timeliness, appearance, hygiene, work ethic, interpersonal communication, customer service, proper job separation etiquette and other relevant topics.

Workshops are held on two subsequent days. Lasting approximately two hours daily, workshop one addresses basic information, workshop two requires participants to arrive as if they are going to work and will be a review and interactive session. During the second session a critique of participants' overall impression and constructive criticism is given. A number of accountability requirements must be met in order to receive a certificate including: "sign agreement and return to instructor"; "actively participate in classroom activities in a positive way"; "attend both days of workshops for the entire time"; "be on time"; "no early dismissals"; "come prepared on second day appropriately dressed for job hunting/interview"; "return to second workshop session with job application fully, accurately and neatly, and legibly completed"; "hand into instructor for review; and "pass a quiz".

Area businesses are being asked to consider giving preference to Michigan Works! Ready for Work Certificate holders and possibly display a poster stating the preference. For more information contact your local Michigan Works! Service Center.



Holly Peoples, sitting, and Dannette View during a recent presentation concerning the Ready to Work Certificate Initiative.

Bringing Youth & Business Together Imagine the Possibilities...

Youth Works! for BUSINESS

We provide your business with:

- ✓ Motivated Youth
- ✓ Applicant Screening
- ✓ Labor Market Information
- ✓ Employment Regulation Information
- ✓ Save your Business Time and Money
- ✓ Placement Services



Our Youth Applicant Pool:

- ✓ Attends a soft skills pre-employment workshop
- ✓ Are screened by a professional Michigan Works! staff member
- ✓ Are talented, motivated and responsible
- ✓ Possess a wide variety of skills

Youth Works! for YOUTH

We help youth with:

- ✓ Job Information
- ✓ Applications to local business
- ✓ Career Exploration
- ✓ Education Opportunities
- ✓ Access to Computer Lab
- ✓ Employment Career Resources
- ✓ Soft Skills Training

Contact your Nearest Michigan Works! Service Center- (Contact information is on the back) for more details. 1-800-285-WORKS

Michigan Works! Presents at Local Job Fair

Michigan Works! Recently had the opportunity to present to area students during a job fair held on Bay de Noc Community College's campus. Over 730 students from area ISDs (Intermediate School Districts). Students had the opportunity to meet with various representatives from Michigan Works! for either one-on-one discussions, as pictured to the right, or during group presentations.

"We enjoy having representatives at local job fairs," said Will Carne, President of Michigan Works! The Job Force Board. "The Youth Works! Initiative has numerous services available to help students prepare for careers, and to find jobs. Events like this are great because they allow us to tell students what we can do."

Upper Picture: Electa Shepeck, Career Development Consultant with Michigan Works! in Delta County, presents to local students.
Bottom: Interested students stopped by to hear more about Michigan Works! and what services Youth Works! has to offer.

