CCCLW

Coordinating Council on the Clinical Laboratory Work Force

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Participants

- ASCLS
- ASCP
- AMT
- AACC
- CLMA
- AABB
- APHL
- AGT
- CLIAC
- HOSA
- HLWI
- NCA
- NAACLS
- Metropolitan Chicago Health Care Council (representing AHA)
- Abbott Laboratories
Strategic Planning
DRAFT

Conducted by
Bourke and Associates
Plano, Texas

Courtesy of Abbott Laboratories
How will we as CCCLW focus our collective efforts to:

increase the number of qualified practitioners

increase health care and public awareness of the profession’s value in achieving positive patient outcomes

contribute to CCCLW’s reputation as a forum for key workforce issues?
2008 Strategic Plan Highlights

Key Vision Elements 2008 – 2011

Underlying Contradictions to the Vision

Strategic Directions and Action
Key Vision Elements 2008 - 2011

- Enhanced community awareness and enhanced professional prestige
- Improved total rewards
- Established uniform credentials/levels of practice
- Defined career advancement
- Unified voice
- Expanded collaborative and consultative roles
- Optimized recruitment and retention
Underlying Contradictions to the Vision

- Tendency to prioritize differences rather than commonalities
- Tendency to focus on high quality test results rather than self promotion
- Presence of a support mentality rather than a driving mentality
- Tendency to focus on daily operations at the expense of contributing to the organizational mission
• High stewardship for producing timely, accurate results masks core workforce issues

• Tendency to focus on the short term operational issues at the expense of long term workforce planning.
Strategic Direction #1
Drive the business case internally and externally

• Create local and national awareness
• Develop the business case
• Share the business case and create consensus.
Strategic Direction #2
Improve our professional profile

• Promote the laboratorian’s role on the health care team

• Develop advocacy and leadership skills
Strategic Direction #3
Align the scope of practice

• Standardize credentials

• Refine and deploy a career ladder opportunities

• Align curricula and evolving scope of practice
Strategic Direction #4
Create effective recruitment and retention

• Create collaborative recruitment strategies
Actions: Drive the Business Case
Create local and national awareness

• CCCLW
• Summit for Bus. Case
• Legislative Day
• Engage other organizations (i.e. CAP, JCAHO)
• Press Release
• Speakers’ Bureau

• Id partner to develop media campaign
• National toolkit for action in communities
• Define the desired behaviors and publish
Actions: Drive the Business Case

Develop the Business Case

- Produce info on issues and share with media
- Develop talking points, white paper, etc.
- Link lab errors to workforce shortage
- Validate a need (white paper)
- Define shortage problem (white paper)
- Develop metrics that show best practices
- Collaborate with benchmarking groups
- Make case for credentialed staff
- National Medical Laboratory Week
Actions: Drive the Business Case
Share the Case/ Create Consensus

• Develop and regularly issue talking points to stakeholders
• Develop CCCLW website
• Document and publicize successes
• Send invitations to managers to participate in education
• Encourage organizations to use the “unified voice” as a recruitment tool
Actions: Improve Professional Profile
Promote Lab Role on HC Team

• Foster ambassador programs
• Develop staff liaison role to work with medical care units
• Establish innovative venues for collaboration with medical care units

• Give rewards celebrating successes
• Educate health care team re value of Lab
• Teach Lab staff to be involved in hospital mission
• Give spot awards for staff
• Use collaborative teaching strategies with other health care professionals and educators
Actions: Improve Professional Profile
Develop Advocacy and Leadership Skills

• Develop administrative policies to promote certification
• Train managers/directors to articulate and champion laboratory issues
• Provide advocacy training for managers/directors and staff
• Provide leadership skills development of laboratorians
Actions: Align Scope of Practice
Standardize Credentials

- Promote federally mandated certification
- Define career ladder
- Support a single certification agency
Actions: Align Scope of Practice Refine and Deploy Career Ladder Opportunities

• Provide job descriptions & rationale for DCLS to Adm, HR, Managers/Directors
• Study Nursing to develop parallel career ladders
• Develop career ladder to enhance consultative skills at higher levels with rewards
• Recommend rewards for serving on internal and external (professional) groups and committees
• Implement and expand consulting role
• Consult with pathologists to develop and expand consulting roles
• Incorporate self promotion behavioral skills in position development
Actions: Align Scope of Practice

Align Curricula with Scope of Practice

- Align educational outcomes with service expectations
- Adjust accreditation and certification requirements for expanded practice
- Seek grants for innovative training programs
- Improve professionalism via education
- Include more externship/clinical practicum in education hours
• Seek increased scholarships for students
• Hold a summit to define and develop consensus upon definitions and levels of practice
• Provide education that includes salary negotiation skills and workplace survival tools
Actions: Create Effective Recruitment and Retention

Create Collaborative Recruitment Strategies

• Work with science teachers (NCHSTE) to develop curricula at all levels
• Partner with HPN on awareness project
• Diversify career pathways
• Implement distance learning to share faculty