

# CCCLW

Coordinating Council on the Clinical  
Laboratory Work Force

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# Participants

- ASCLS
- ASCP
- AMT
- AACCC
- 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 work place 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