



Business to Business Zoom Conference Series

# Growing, retaining, and engaging our workforce – *Maine businesses share their insight*

Topics:

- Latest on COVID-19
- Engaging and growing our employees
- Retaining our employees
- Recruiting new employees





Ed Gilkey, MD, MS, MBA, CPE, Senior Physician Executive, Northern Light Beacon Health



Jim Jarvis, MD, FAFP, Senior Physician Executive, Incident Command, Northern Light Health, Director, Clinical Education, Northern Light EMMC



Katie Shorey, Director Engagement, Live and Work in Maine



Lindsay Hamilton, Director Provider Recruitment and Retention, Northern Light Health



Maureen Lafferty, VP Talent, Development, & HR Business Teams, LL Bean



Melissa Skahan, LCSW, MS, VP Mission Integration, Northern Light Mercy Hospital

## Legal Disclosure:

The Coronavirus pandemic is an ongoing, continuously evolving situation.

Northern Light Health encourages everyone to follow federal and state governmental guidance and mandates.

Northern Light Health does not know the particulars of your situation, so the information presented today is general in nature and is based upon Northern Light Health's own experience, which may or may not apply in your specific situation, and which may be revised as we learn more about the Coronavirus.

Accordingly, following any guidance Northern Light Health presents today in no way guarantees that you, your employees and/or your customers and clients will not contract or spread the Coronavirus.



# Ask us questions – give us feedback – this hour is for you

- Please use the Q and A function to ask your questions at anytime.

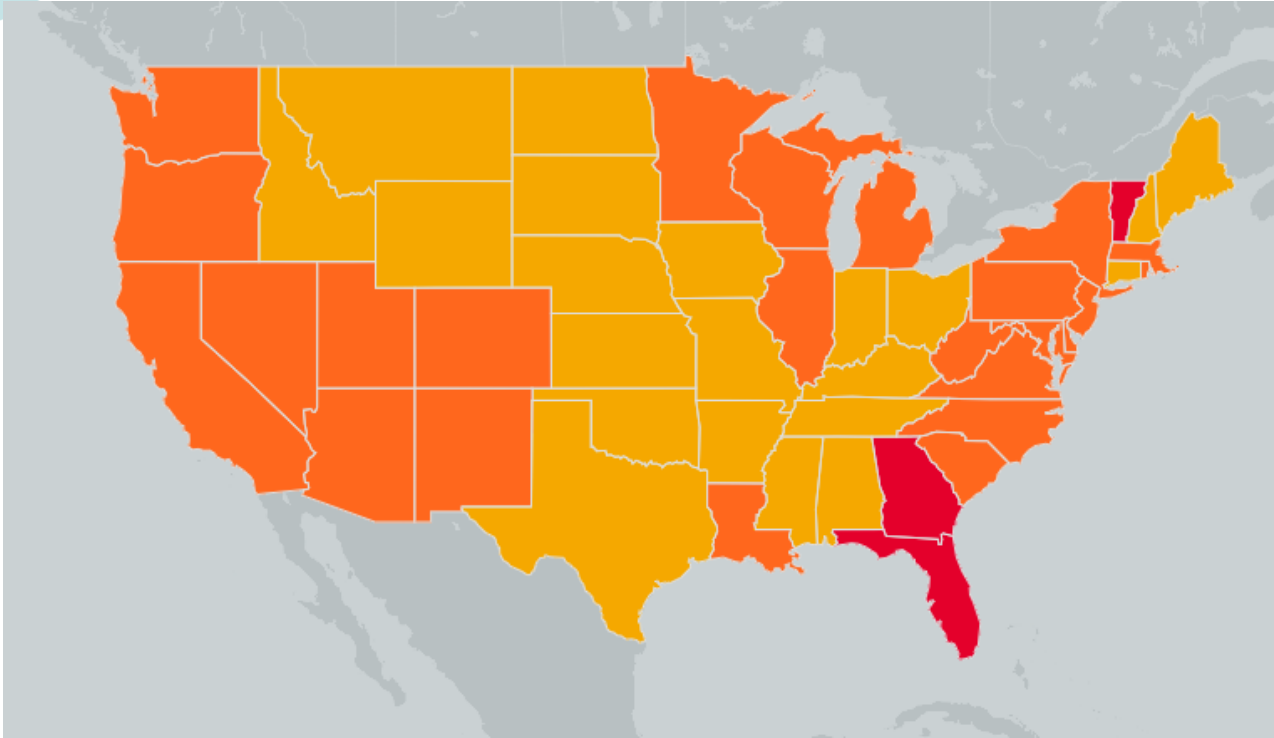
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1. I am able to apply the tools and guidance provided today to support my workplace and/or employees.\*
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
2. The information provided today was easy to understand and relevant.\*
  - Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
3. How likely are you to recommend the Business to Business Zoom Conference series to a fellow colleague and / or Maine employer?\*
- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely
4. How likely are you to attend one of our Business to Business Zoom Conferences in the future?\*
- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely
5. What topic(s) would you like us to focus on in the future?

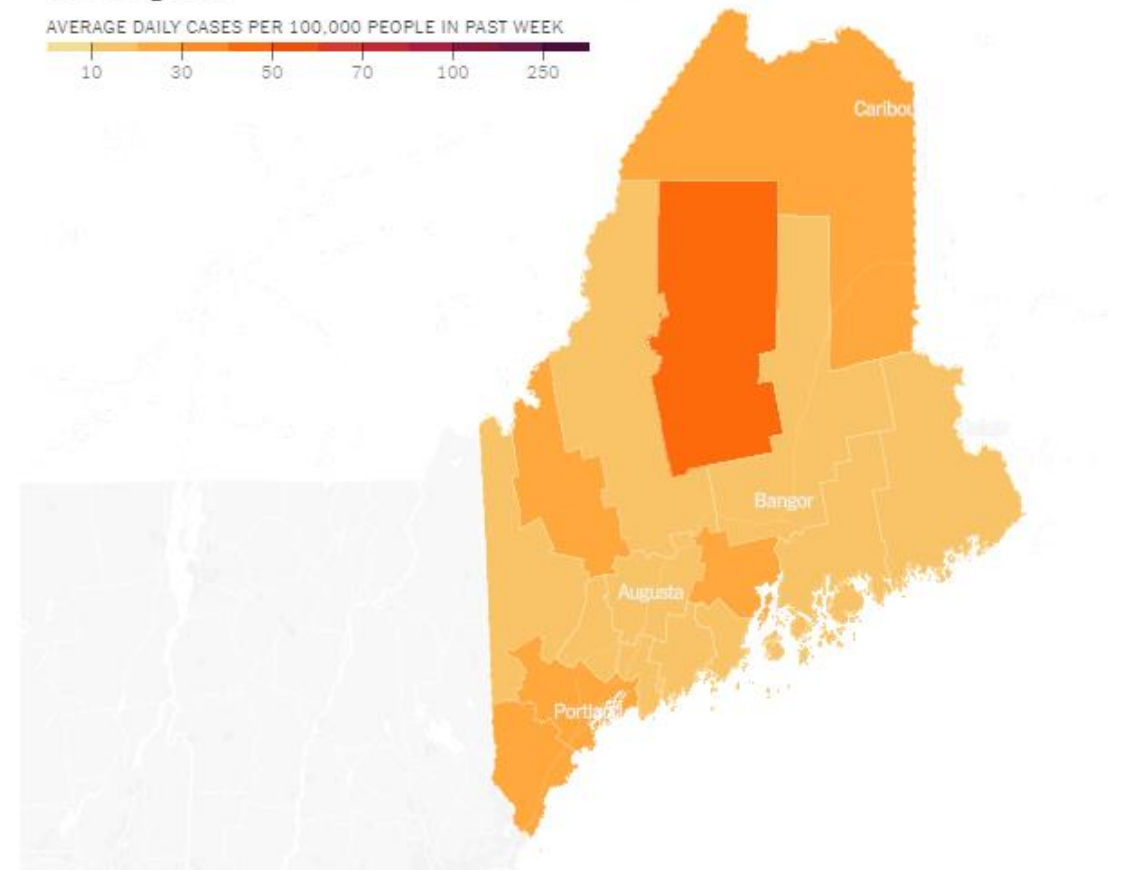
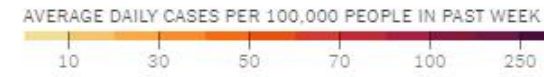
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# Latest on COVID-19 (Dr. Jarvis)

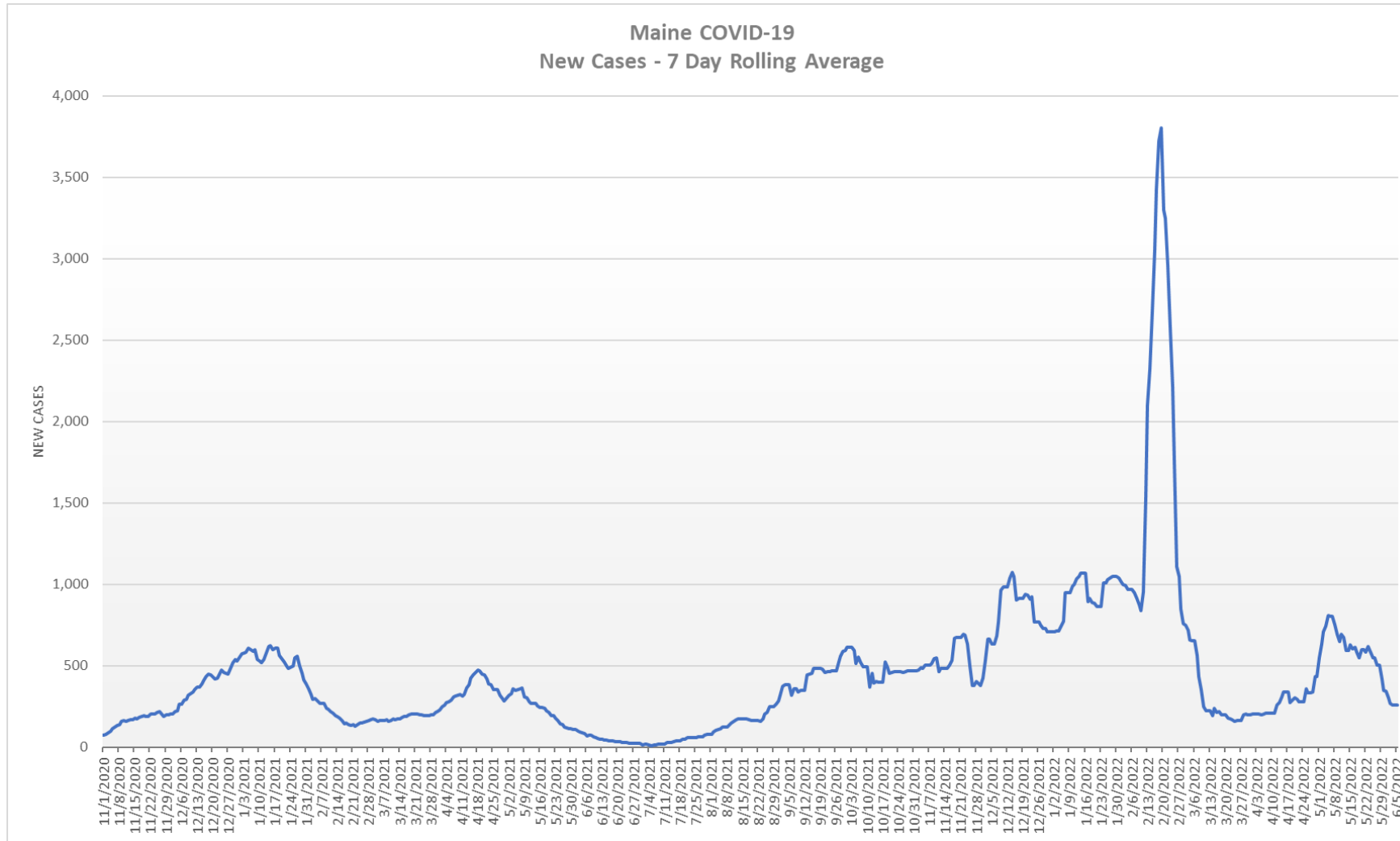
# COVID Cases



## Hot spots



# Maine COVID-19 New Cases – 7 Day Rolling Average



# Vaccine Update

- First Boosters Now recommended for Age 5 and above, should be a mRNA Vaccine
- Second Booster recommended for Age 50 and above, 12 and above with immunocompromising conditions. Only an mRNA
- Expect authorization for initial vaccine series for children 6 months to 5 years
  - Expect 2 shot series for Moderna/3 shot series for Pfizer



# Easy access to schedule your vaccine, booster, or Flu shot

[COVID-19 \(Coronavirus\) Portal - Public Vaccination \(northernlighthealth.org\)](https://www.northernlighthealth.org/COVID-19)

 Northern Light Health.

## Public Vaccination

### COVID-19 Vaccination and Booster Eligibility Updates

Booster dose appointments for Pfizer, Moderna, and Johnson & Johnson COVID-19 vaccines are now available for people 18 and over who meet criteria.

People 5 years or older are currently eligible to schedule a COVID-19 vaccination.

### Important:

- Community members under age 18 who would like to be vaccinated, must have a parent or guardian complete and initial the online scheduling form on their behalf.
- In addition to scheduling a vaccine using the online process, patients under 18 are required to bring a completed consent to treat forms signed by their parent or guardian to their appointment.
- Patients under the age of 16 must be accompanied by a parent or guardian to their vaccination.
- If you have any questions please call: **207-204-8551\***

*\*Long distance or carrier fees may apply.*

### Scheduling your vaccination:

- If you cannot find an appointment that works for you at a Northern Light Health location, please visit the [state COVID-19 vaccination sites list](#).
- Please print your appointment confirmation and bring it with you. Vaccination candidates will receive an email confirming their vaccination location

# Monkeypox

- NOT A SIGNIFICANT THREAT AT THIS TIME!
- Bears watching

# What is Monkeypox?

- Monkeypox is in the family of Orthopox viruses including Smallpox, Cowpox.
- Small mammals believed to be the reservoir in nature
- It is a large DNA virus, typically by close contact with an infected individual
- Currently endemic in West Africa, concern is there are over 200 cases worldwide outside of Africa.
- Typically causes mild self-limited symptoms, which can progress to characteristic pox rash.
- But can cause serious health conditions that lead to death.



# Monkeypox

- There are two vaccines approved for prevention and exposure prophylaxis.
- Traditional Vaccinia Vaccine caused the scar people born before 1977 may have.
- Jynneos vaccine with fewer side effects.
- No plans for any large-scale vaccination efforts.



# Live and Work in Maine, how to stand out in a crowd



# What is Live + Work in Maine?

**Our mission: *to attract and retain Maine's workforce.***

## **How we do what we do:**

We partner with employers, communities, nonprofits, the state and individuals to develop and execute programming, events, marketing campaigns, and/or other initiatives to support the Maine employment brand, raise awareness of Maine as a career destination, and ultimately attract and retain the talented individuals Maine employers need to continue thriving into the future.

**Examples:** healthcare campaign (early career, ages 18-26); collaboration with Boots2Roots (transitioning active duty military); social media and content creation; Welcome Home events; job board; Maine Career Catalyst summer internship partner; career pathway awareness with Junior Achievement, etc...





# How is Maine setting itself apart to attract new people?

- Not selling ourselves adequately; we have a better product than we think we do
- Instead of living where you work, you get to work where you live
- Recruiters are using quality of life as a tool/selling point, vs. just the job itself
  - X # of lakes, x # of ski mountains, X # of hiking and walking trails, local food movement, traditional + up-and-coming industries, small classroom sizes, no traffic, Veteran benefits, etc...
- Example: Texas Instruments - once people get here, it's easier to keep them
  - Proof from other employers – once an employee gets to Maine, they tend to stay, so help them test drive Maine before they move here.
- Retention: we're doing our young people and kids a disservice by not helping them see what's in their own backyards
- Opportunity Maine Tax Credit ([OpportunityMaine.org](https://www.opportunitymaine.org))
- Welcome Home events - help people finding community



A balanced focus – what are healthcare professionals looking for in job and city?  
(Lindsay)

# Work-Life Balance is KEY!



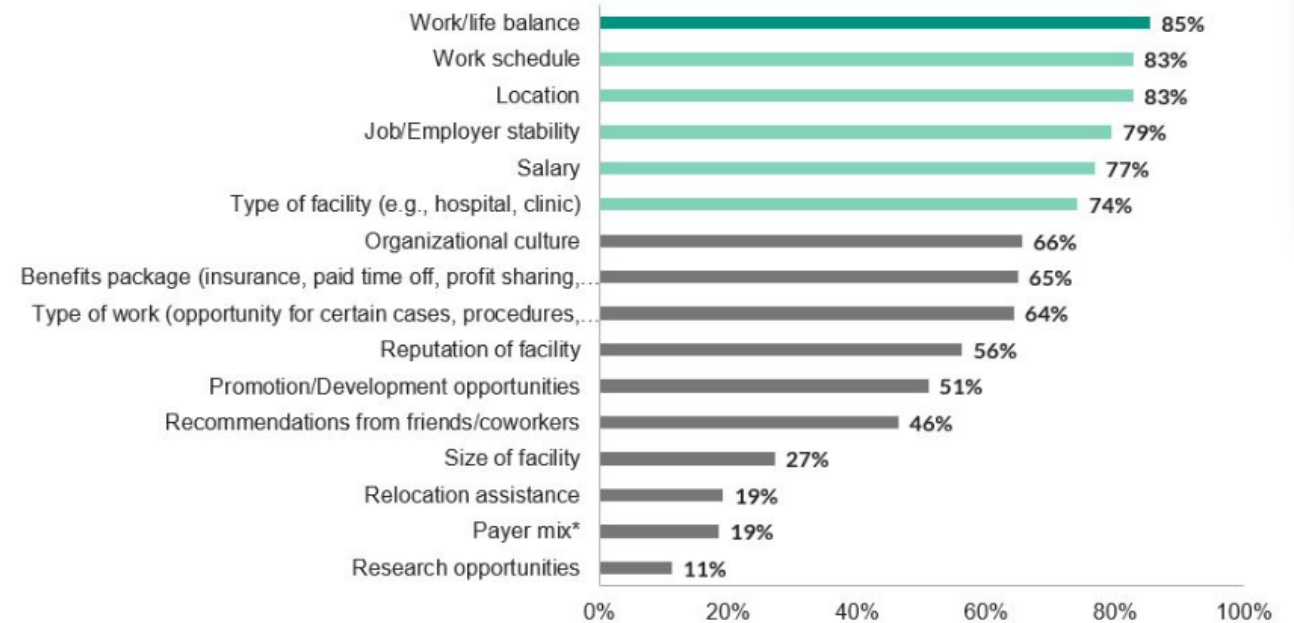
## Work/Life Balance – what does this actually mean?

- ✓ Family friendly schedules
- ✓ Flexibility - schedule
- ✓ 4-day work week
- ✓ 30-36 hour per week full-time schedule
- ✓ Compensation is still important!



### IMPORTANT FACTORS IN FIRST JOB SELECTION (TOP 2)

Top 2 includes "Very" and "Extremely" Important





# Holistic recruitment roundtable discussion:



Katie Shorey, Director  
Engagement, Live and  
Work in Maine



Lindsay Hamilton,  
Director Provider  
Recruitment and  
Retention, Northern  
Light Health

# Be An Outsider – the benefits attracting and keeping employees



# Strong foundation, focus, and priorities

**Attract & Retain Employees**

**Rewarded by: Business Results and Cultural Momentum**

**With an Emphasis On: Physical & Mental Well Being, Development**

**Guided By: Core Values | Stakeholder Philosophy | Fundamentally Human Approaches |  
Inclusion & Belonging**

**Strategic Focus On: Engage All Employees, Enhance our Culture and Further our Social Impact**

**Driven by Purpose : To inspire and enable people to experience  
the restorative power of being outside**

# Meaningful approaches & differentiators

- **Wage Adjustments** – March 2022, set a new starting minimum wage and new base wage if 3+ years in role. Re-shaped hourly pay scales to support faster movement through pay range.
- **Pandemic Response** – Safety protocols, pay continuation, no absentee penalties if COVID-19 related
- **Experience the Restorative Power of Being Outside:** Outdoor Experience days, Rangeley Camps, Purchase Discount, Employee Store, Use Room
- **Benefits** – Support employees across multiple life stages and needs. Paid Parental Leave, Adoption & Fertility, Elder Care consultation, Leave of Absence Programs, Employee Assistance Program
- **Development** – Online and virtual classes, education partnerships, mentoring program, English Language & Literacy program

# Community Partnerships help Northern Light Mercy Hospital grow their own workforce

# Partnering with New Mainers for Advancement

- Partnership with Adult Education, In Her Presence, Greater Portland Immigrant Welcome Center, and many Ethnic Based Community Organizations
- Workforce Development Coordinator and Community Outreach Coordinator
- High Intensity Language Acquisition Program with direct instruction and App-based learning
- Multiple Apprenticeships and Supported integration with multi-lingual trainers
- Paid time to meet career goals and family needs

# Embracing opportunity together

- Honoring previous careers and ensuring that credits are pursued with New Mainer's Center
- Developing career path that aligns with aspirations
- Ensuring that diversification occurs at every level of our organization
- Training for managers and staff around cultural awareness and cultural humility
- Resource guide for clinical teams

# Employee engagement roundtable discussion:



Maureen Lafferty, VP  
Talent, Development,  
& HR Business Teams,  
LL Bean



Melissa Skahan,  
LCSW, MS, VP  
Mission Integration,  
Northern Light  
Mercy Hospital



# Ask our experts your questions.



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# Tools you can use:

<https://northernlighthealth.org/Resources/Safe-Return-to-Business>



[Resources](#) / [Good Health Is Good Business – Business to Business Zoom Conference Series](#)

## Good Health Is Good Business – Business to Business Zoom Conference Series

As an employer, we are right here with you, navigating the same uncharted COVID-19 waters you are. We have learned a thing or two along the way and we want to share with you. As a healthcare system, Northern Light Health has in-house experts who can offer guidance to help you safely welcome your employees, customers, volunteers, and students. We are working through these concerns every day in our ten hospitals and at our more than 100 other locations across Maine. We look forward to helping you!

# Register and save the date for Thursday, July 14

## Resources to support weight loss and weight management

### Topics:

- Latest on COVID-19
- Health benefits of weight loss and maintenance
- What is comprehensive weight management
- Why support after weight loss surgery is important

The flyer features the Northern Light Health logo at the top left. The main title is "GOOD HEALTH IS GOOD BUSINESS" in large, bold letters. Below it, the subtitle is "Resources to support weight loss and management". The date and time are "Thursday, July 14 at 11 am". A photo of a woman running in a park is on the left side. A list of topics is on the right. At the bottom, there are details about the panelists and a registration link.

One-hour Zoom Conferences  
Moderated forum with Q and A  
presented by Northern Light Health

**Northern Light Health.**

zoom Business to Business Conference Series

## GOOD HEALTH IS GOOD BUSINESS

### Resources to support weight loss and management

**Thursday, July 14 at 11 am**  
The Zoom meeting ID will be sent to you upon registering

**Topics will include:**

- Latest on COVID-19
- Health benefits of weight loss and maintenance
- What is comprehensive weight management
- Why support after weight loss surgery is important

Learn how to support your employees and your customers to operate a safe and healthy business.

**Our Panelists:**

**Jim Jarvis, MD, FAFP**  
Senior Physician Executive, Incident Command  
Northern Light Health  
Director, Clinical Education  
Northern Light Eastern Maine Medical Center

**Sara Stanton, MS, RD, LD**  
Program Manager  
Northern Light Surgical Weight Loss and  
Medical Weight Management

**Matthew Sharbaugh, DO**  
Bariatric Surgeon  
Northern Light Surgical Weight Loss

**Asla Kronholm, PhD**  
Psychologist  
Northern Light Behavioral Medicine

**Moderated by**  
**Ed Gilkey, MD, MS, MBA, CPE**  
Senior Physician Executive  
Northern Light Beacon Health

**PLEASE REGISTER  
BY CLICKING HERE  
BEFORE JOINING THE MEETING**

Attendees are asked to join the conference by Zoom and listen to audio using your computer only. Please do not dial in while also connected via your computer. The dial-in number is for those not joining by computer. This will help accommodate a larger number of participants. **See you Thursday!**

Please contact Lanie Abbott for more information [lwabbott@northernlight.org](mailto:lwabbott@northernlight.org)

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