

The Direct Care Workforce: Obstacles and Opportunities

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SERVICE EMPLOYEES INTERNATIONAL UNION, CTW, CLC

Who is SEIU?



- 2.2 million members
- Over 1 million health care workers
- Over 600,000 direct care workers
- 27 states, DC and Canada

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Facts about Direct Care Workers

- CNAs, HHAs, Personal Care Workers
 - 2.3 million in personal care and home health **
 - 1.7 million CNAs
- 90% female
- Age 25-54
- Disproportionately minority
- Significant proportion are foreign born

Source: "Caring for America." PHI Dec. 2011.

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Direct Care Work is Characterized by:

- Low wages
- Few, if any, benefits
- High turnover
- High rates of injury
- Chronic shortages

Demand for services growing faster than the traditional labor pool

Demand for New Direct-Care Workers Outstrips Number of Women Entering Labor Force (aged 25-54)



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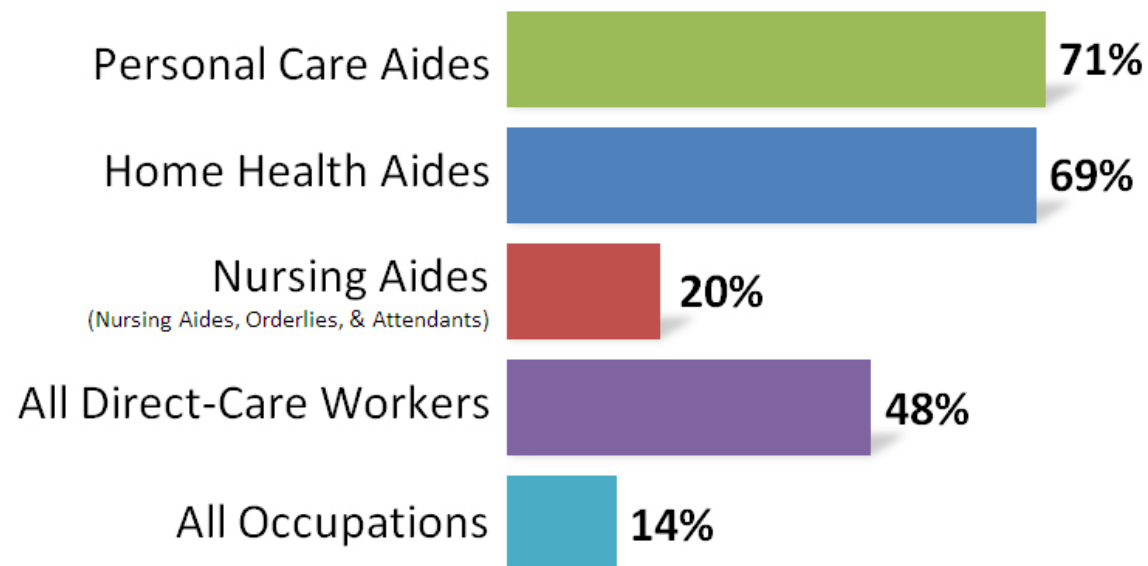
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Projected to be largest and fastest growing occupation over the next decade

Growing Demand for Direct-Care Workers in the US, 2010-2020



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Making Direct Care Jobs Good Jobs



- Stabilize and grow the workforce
 - Increased wages
 - Benefits
 - Training and career ladders
- Prepare the workforce for changes in health care delivery
- Utilize this workforce to change health care delivery

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Opportunities through the ACA

- Increasing emphasis on HCB settings
- Greater integration between LTC, acute and ambulatory care
- Exploration of new ways to utilize the existing workforce
- Commission on LTC
- National Healthcare Workforce Commission

Barriers and Solutions

- Scope of Practice Laws
- Demonstrations and Pilots
- Reimbursement Structures
- Training and Certification

Questions?

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