



**BRONSON HEALTHCARE GROUP  
WORKFORCE INNOVATION**

**26<sup>TH</sup> ANNUAL MICHIGAN RURAL HEALTH  
CONFERENCE**

**APRIL 27<sup>TH</sup>-28<sup>TH</sup>**



# BMG Van Buren County Rural Health Leadership Team

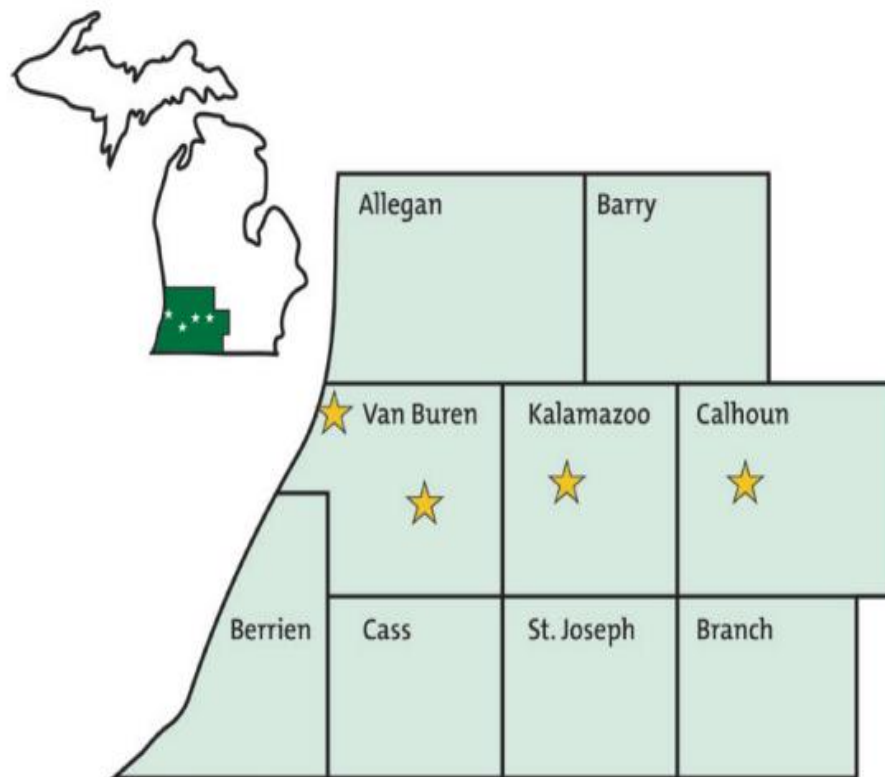


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# Bronson Healthcare System

- **Non-Profit healthcare system headquartered in Kalamazoo, MI**
- **Bronson Healthcare is the largest employer and leading healthcare system in the region**
- **8,800+ employees and 1,500+ medical staff members**
- **Over 100 locations with a wide range of services from primary care, specialties, and Level 1 Trauma Center**





# Bronson Healthcare System Hospital Locations



**Bronson Methodist Hospital – Kalamazoo**  
**434 Beds**



**Bronson Battle Creek Hospital**  
**228 Beds**



**Bronson Lakeview Hospital**  
**26 Beds**



**Bronson South Haven Hospital**  
**8 Beds**





# 9 Rural Health Clinics



Paw Paw, MI  
Internal Medicine – 4 Providers  
3 Family Medicine – 14 Providers  
Pediatric office – 5 Providers



Decatur, MI  
Family Medicine – 2 Providers



Bangor, MI  
Family Medicine – 2 Providers



South Haven, MI  
Internal Medicine – 3 Providers  
Family Medicine – 3 Providers  
Pediatric office – 2 Providers



South Haven, MI  
Family Medicine – 5 Providers



# Rural Health Clinics



**Our Rural Health Practices Served  
36,695 patients in 2022**



# Cross Training

- **Recruitment:** Candidates are made aware of floating and cross training.
- **Onboarding:** Staff are trained in all practices:
  - Internal Medicine
  - Family Medicine
  - Pediatrics
  - Specialty
- **Medical Assistants** are trained to fill-in the PSA (Practice Support Assistant) role enabling them to check patients in and out when needed.
- **PSA's** can be cross trained for the clinical assistant role, providing clinical coverage when short staffed with limited duties. (voluntary)





# Sending Out an SOS

- Practice leaders utilize SOS emails to inform other leaders of their staffing crisis
- Different levels of need are noted by colors
  - Red Alert –Provider will be without a MA or significant shortage of staff impacting registration flow and phone calls.
  - Yellow Alert- Staff working short, coordinator will be in staffing which delays their work, helpful to send staff if a practice has extra
- Content of the email to include:
  - alert status (red or yellow)
  - Call-ins
  - Coordinator status
- Example:
  - Subject of email: SOS MA Bronson Family Medicine Stadium
  - Request:
    - ☐ 1MA all day
    - ☐ Red Alert
  - Info:
    - ☐ 2 MA call ins
    - ☐ Clinical coordinator in staffing







# Clinical Assistant

- This position is:
  - Entry Level position (Internal or external candidates)
  - Hired in through a float pool giving them the experience of working in various environments.
  - Given a uniform stipend
- Job duties include:
  - Rooming patients
  - Inputting data from patient questionnaires
  - Setting up exam rooms for procedures
  - Acting as a chaperone for providers
  - Coordinating admissions, referrals, & testing
  - Preparing instruments for reprocessing
  - Clean & stock exam rooms
  - Other duties as assigned



## Testimonial:

*"I had the pleasure of working with Jennifer, Clinical Assistant, yesterday. She was GREAT!!!! I know she's not an MA yet, but if the opportunity presents itself to someday have her as my MA, I would love that. I feel I had a good connection with her. She was on top of things, used her common sense, and had the initiative to pursue other MA responsibilities based on the chief complaint prior to me going in to see the patient. I think she will be an amazing MA."- Physician Assistant*



# Workforce Job Training Program

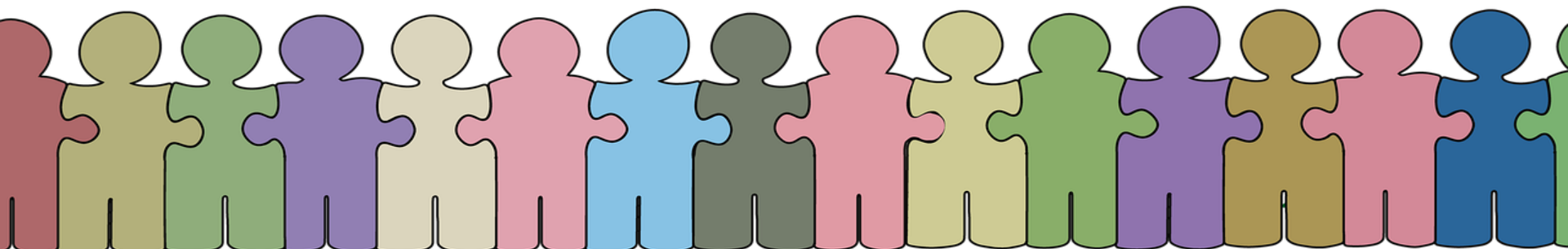
- Grant funded program through the state of Michigan, “Going PRO Talent Fund.”
- Program built around our mission “*Together we advance the health of our community.*”
  - Equity lens
    - ❑ Providing opportunity to those who otherwise would not have such opportunity.
- Medical Assistant Techs enter the program through the Clinical Assistant role
  - Must be a CA for 90 days prior to entering the program
  - Continuing in the CA role while attending the program allows them to be paid through the program.
- MAT program: Runs for 5 months=6 modules, 2 cohorts annually, 4 instructors = 12 MAT students
  - Each month:
    - ❑ 4 days in the classroom
    - ❑ 2 skills days, 2 study days
    - ❑ Remainder of the days are hands on in the practice setting as a Clinical Assistant.
  - Cost:
    - ❑ Free to employees
    - ❑ Requires 1 year commitment to Bronson after program completion, otherwise repayment of program cost and materials required (~6k)
    - ❑ Stethoscopes and books paid for
    - ❑ RMA exam- 2 attempts paid for by Bronson
    - ❑ Exam currently proctored at KVCC





# Community Connect

- **The Bronson Medical Assistant program does not compete with other programs in the community.**
  - **We are reaching a population of people that can't feasibly attend another MA program for various reasons.**
    - ☐ **Childcare**
    - ☐ **Finances**
    - ☐ **Inability to complete FASFA forms**
    - ☐ **Paid to train**
- **Several Bronson employed staff also teach at community programs**
- **Bronson offers paid externships for MA students that have completed their program at a community institution.**





**Thank you!**  
[bronsonhealth.com](http://bronsonhealth.com)