



Wellpoint Initiatives to Address Direct Care Workforce Challenges in Iowa

Summary Slide
Deck

Historical Investments & Supports (2018–2021)

- Sponsored training & professional development via Iowa CareGivers Association and Iowa Association of Community Providers
 - Allocated federal COVID-19 funding for DCW recruitment, training, and retention
 - Elevance Health Foundation support for rural nursing facility workforce strengthening



Training & Capacity-Building Initiatives

- Dr. Tom Pomeranz Training Programs (2021 & 2023) – in-person, virtual, coaching support
 - Skills System Training – 34 organizations; 1,970 e-learning memberships; 270 instructors trained



Current Workforce Development Efforts

- Workforce Development Manager role supports HCBS provider capacity building
 - HCBS Provider Training Specialist offers education, resources, and technical assistance



Resources for HCBS Providers

- Elsevier Training Platform (College of Direct Supports)
 - CareBridge 24/7 telehealth member support
 - Skills System Basics e-learning module
 - Frontline Management Training (Dr. Pomeranz)
 - ANCOR DSP Toolkit for recruitment & retention



Community Workforce Initiatives

- CHW Alliance participation; funded 3 DMACC training cohorts; CE module development
 - Job Connection Program — training & placement of members into DCW roles



Conclusion

- Wellpoint demonstrates sustained investment in strengthening Iowa's Direct Care Workforce
 - Broad portfolio includes funding, training, provider support, and innovative workforce pathways

