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HWS RELEASES 2009 GREATER LOS ANGELES LABOR MARKET PULSE

First installment examines student nurses in LA; rising retention rates may impact new graduate employment; Kaiser named employer of choice

February 6, 2009 – San Francisco, CA - In response to demands for local health care workforce data that provides actionable information, Health Workforce Solutions LLC (HWS) has released the first installment of the 2009 Greater Los Angeles Labor Market Pulse™ (LMP), a first-of-its kind, comprehensive examination of the local student RN workforce. This new 40+ page report is now available at www.labormarketpulse.com.

Going beyond traditional academic studies, national best practices reports, and regional and state data aggregations, the 2009 Greater Los Angeles Area Labor Market Pulse reports delve deeper into the local labor market and sub-labor markets on which crucial recruitment, hiring and planning decisions are made. Labor Market Pulse provides a needed workforce planning and analytical platform for health care employers, educators, analysts, researchers, and foundations.

“As we’ve all seen recently, healthcare is not immune from current economic conditions, and rising retention rates will likely have an impact on new graduate employment come springtime,” said David Cherner, Managing Partner of HWS, a leading advisory research firm focused on workforce issues in health care. “But the most forward-thinking employers remain focused on how to best find, train and invest in local student nurses to ensure competitive advantage, particularly in light of the shortages looming ahead.”

With help from LMP research contributors and research council members, LMP’s 2008 Greater Los Angeles Nursing Survey reached more than 300 pre-licensed nursing students. The results provide never-before-seen insights into the behaviors and decisions of student nurses in the local market. Interspersed with “LMP Opportunity Assessments” to help digest the data, these key findings include:

- Employers of Choice rankings and detailed profiles for the highest ranked organizations

- What student nurses most desire from their first employer in terms of rewards, formal training programs and more!
- Insights into job search time-frames, strategies and resources
- Educational debt profiles, employer assistance programs and work commitments after graduation
- Views on retirement, temporary leave and other workforce indicators

Among the study's many key findings:

- Los Angeles health care employers and educators have embraced innovative programs to expand access to entry level nursing education. 45% of the 331 students surveyed were enrolled in LVN-to-RN, accelerated Bachelors-to-BSN, or entry level MSN degree programs.
- 1 in 10 local nursing students in the greater Los Angeles area benefit from employer-sponsored scholarships, tuition reimbursement and work-study programs. And a large number of these students are committed to work for the sponsoring employer after graduation.
- Kaiser Permanente continues to make investments in tuition assistance and work-study program and the investments appear to be paying off. Kaiser Permanente was voted 2008 Employer of Choice by local nursing students.

Judy Husted Executive Director, Patient Care Services for Kaiser Permanente in Southern California adds, "We remain committed to investing in the education of registered nurses through our loan forgiveness and scholarship programs, as well as our many internal and external mentoring and career development programs such as Nursing Pathways. These nurses are the future of health care."

Other features of the report include:

- HWS Novice Nurse Temporary Leave Index – Many nurses leave the profession temporarily to start a family, go back to school, or care for elderly parents. This index acts as a labor market barometer to indicate whether these temporary departures from the workforce may be heading up or down.
- An easy-to-use interface that enables quick, drag-and-drop export of graphics and tables into internal web sites, presentations and other media (full data packages are also available)
- Links to all pertinent local workforce labor market data and relevant reports in one easily accessible place for effective workforce planning and benchmarking

The Los Angeles Student Nurse report, along with future reports on the Greater Los Angeles Area labor market, is available to local and regional providers, schools, and other health care organizations through membership in the Greater Los Angeles Research Council. Council members have access to the publications and services listed below:

- Research reports and interim briefs on the Greater LA area and other LMP markets
- Summary analysis and related data from research reports and briefs
- Regional conference call invitations
- Analyst strategy sessions
- Branding opportunities

Labor Market Pulse has already been launched in the San Francisco Bay Area and Houston, and a number of additional markets will be rolled out in the coming months. For more information, contact sales@healthws.com.

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About Health Workforce Solutions LLC (HWS)

Health Workforce Solutions LLC (HWS) is a research-based strategic consulting and management firm focused on workforce issues in health care. Founded in 2004, the clients of HWS include hospitals and health systems, health plans, professional practice groups and associations, educational and training institutions, foundations and government agencies.

HWS assists its clients in understanding the unique challenges of their workforce environment, in creating strategies to address these challenges, and in developing management and leadership skills to ensure the successful execution and continuous improvement of these strategies. This programmatic philosophy stems from HWS' fundamental belief that health care employers will face two enormous challenges in the next two decades: having enough workers to continue to operate, and ensuring that the workers that they attract have the talent to remake service lines to meet expectations of cost, quality, safety and access. For more information, visit www.healthws.com.