The Direct Care Workforce:
Obstacles and Opportunities

Elizabeth Royal
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Who is SEIU?

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

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)

New direct-care workers needed, 2010-20: 1,615,100

Women entering the labor force, 2010-20: 612,350

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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**

- Personal Care Aides: 71%
- Home Health Aides: 69%
- Nursing Aides (Nursing Aides, Orderlies, & Attendants): 20%
- All Direct-Care Workers: 48%
- All Occupations: 14%
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
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?

Please contact Elizabeth Royal
Elizabeth.royal@seiu.org