

2025 California Quality Collaborative Network Convening **Burbank, CA**

Building a Thriving Primary Care Workforce: Lessons from Successful Programs

March 4, 2025

Panelists



Libby Abbott
Deputy Director,
Office of Health Workforce
Development,
California Department of Health
Care Access and Information



Elizabeth Morrison
Co-Creator,
The Lay Counselor Academy



Van Ton-Quinlivan
Chief Executive Officer,
Futuro Health



Moderator:
Crystal Eubanks
Vice President,
Care Transformation
California Quality
Collaborative



Growing the Allied Health Workforce

Van Ton-Quinlivan

CEO, Futuro Health

Chair, CA Healthcare Workforce Ed & Training Council

Futuro Health addresses the nation's critical shortage of allied healthcare workers.

- 75% of facilities report critical workforce gaps¹
- 76.6M+ Americans live in designated Health Professional Shortage Areas²
- Our nonprofit connect the dots between what providers want and workers need
- Futuro Health equips **untapped talents** in communities with **credentials and qualifications** to pursue their first or next **career in healthcare**

Only 4

In 1950, there were 11 working-age people for every person over the age of 65.*

Today, there are 7.

By 2040, that number is expected to shrink to only 4.

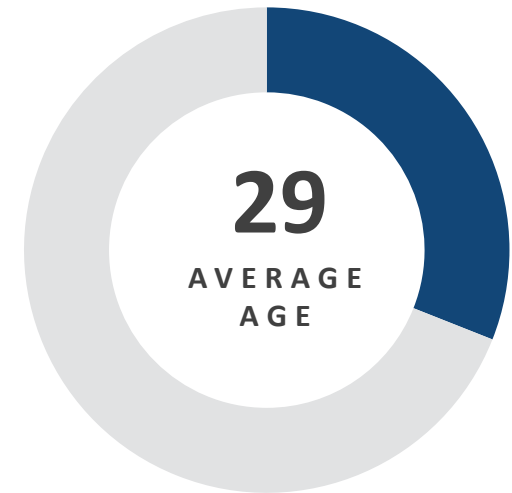
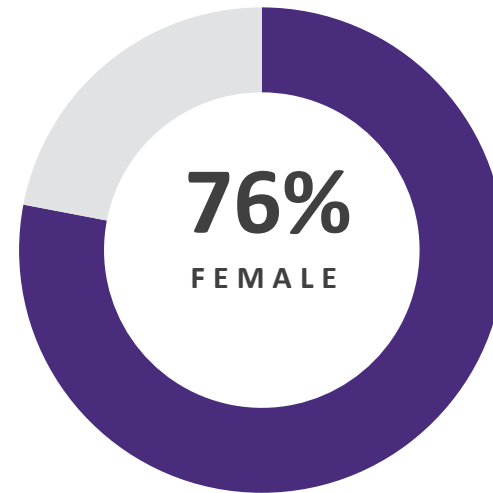
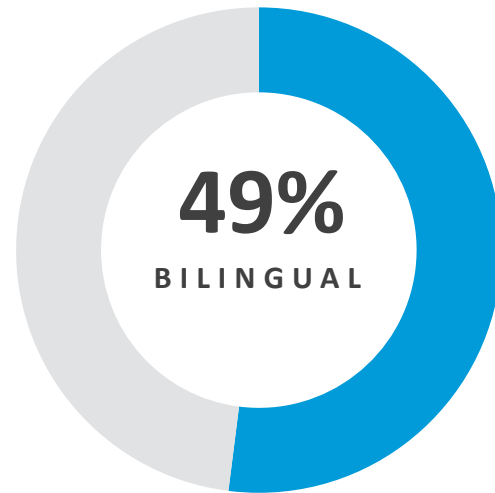
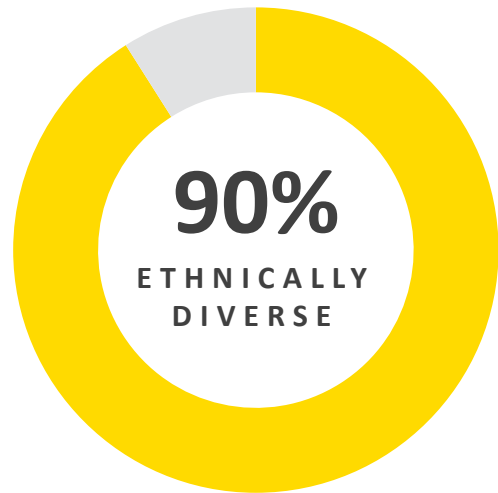
¹ American Hospital Association

² HRSA

* U.S. Census Bureau

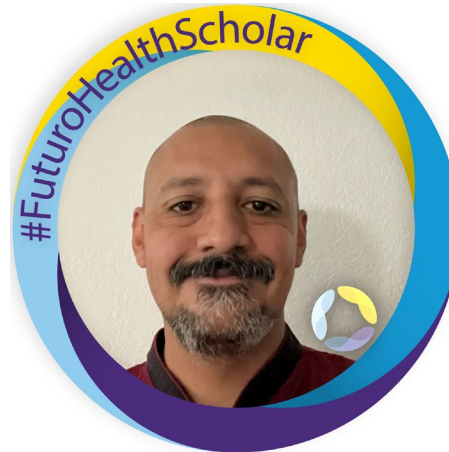
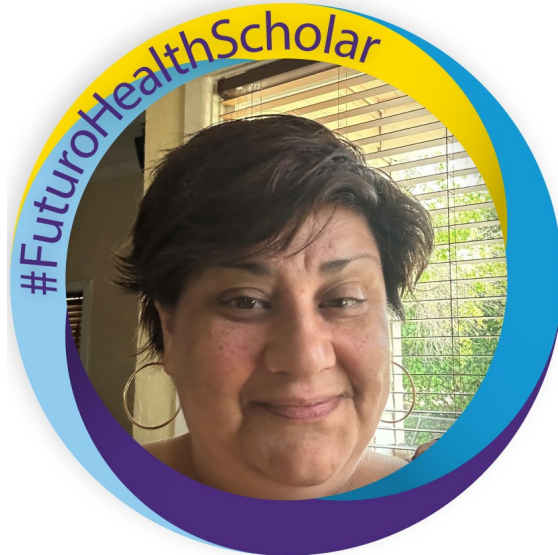
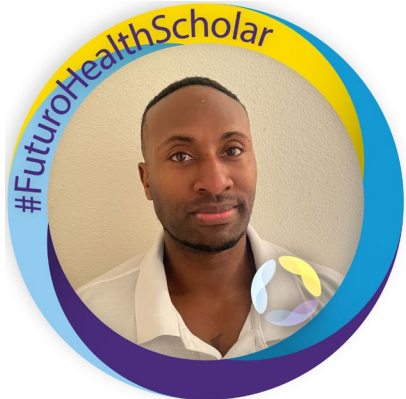
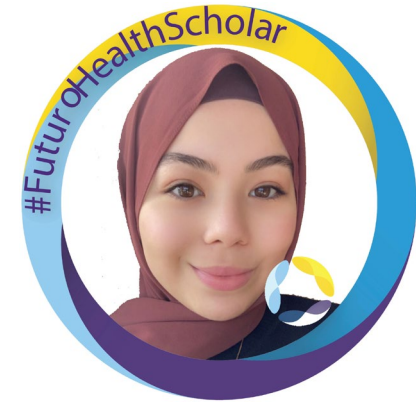
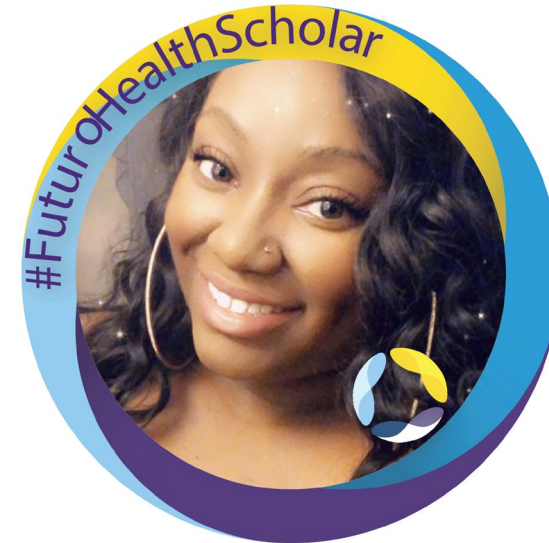
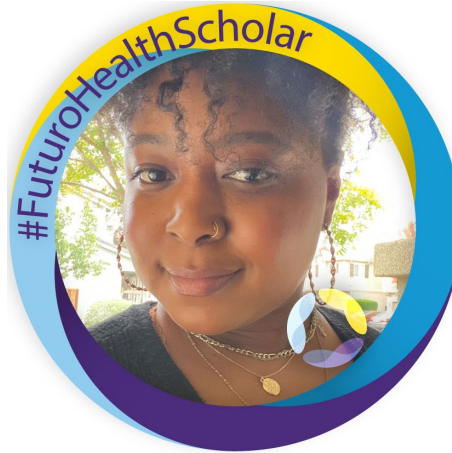
THE SOLUTION WORKS

Futuro Health Scholars represent the diversity of local communities.



Futuro Health Scholars

Reflect local communities



Our Success Coaching

OUR COMPREHENSIVE SCHOLAR SUPPORTS

The Futuro Health Scholar Journey

From Pre-Enrollment to Post-Graduation

*varies by program

1 to 3 weeks



The Scholar meets one-on-one with their Futuro Health Enrollment Advisor, and confirms their Human Touch Healthcare start date.

6 weeks



The Scholar starts Human Touch Healthcare, Futuro Health's prerequisite course, which provides Scholars with essential interpersonal skills to become excellent allied health professionals.

1 to 3 weeks



During Human Touch Healthcare, the Scholar meets with their Futuro Health Success Coach to develop a plan before enrolling in their chosen technical program.

2 to 18 months*



As the Scholar works to complete the requirements of their technical program, they meet one-on-one with their Futuro Health Success Coach to discuss their progress and plan for success.

1 week to 2 months*



The Scholar completes all coursework and necessary requirements as determined by their education provider, including an externship, if required.

1 to 4 weeks



The Scholar graduates from their technical program and applies for jobs, armed with a robust resume, the experience of a mock interview, and the invaluable experience of an education made possible by Futuro Health's scholarship, continued Coaching, and Scholar support!

Human Touch Healthcare

OUR UNIQUE TRAINING

All Scholars engage in this adult-friendly interactive coursework, developing interpersonal competencies that employers value to transform patient care.



Programs & Training

13+ CAREER OPPORTUNITIES AVAILABLE TO FUTURO HEALTH SCHOLARS

- Medical Assistant
- Phlebotomist
- Pharmacy Technician
- Patient Care Representative
- Patient Care Technician/ Nursing Assistant
- Sterile Processing Technician
- Surgical Technologist
- Emergency Room Technician
- EKG Technician
- Emergency Medical Technician
- Medi-Cal Peer Support Specialist
- Community Health Worker
- Foundations of Public Health Informatics & Tech
- Healthcare Customer Service Paraprofessional
- Vocational Nursing



Our data tools rock!

Data science to support learners, communities, and providers – at scale

Recruitment Tracking

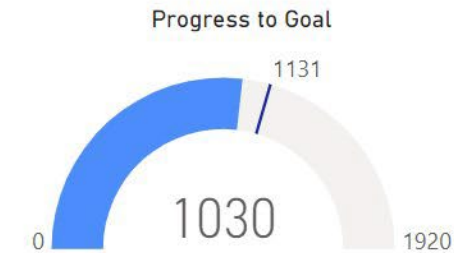


Pathway Name

- Community Health Worker with Behavioral Health
- Future Programs
- Medical Assisting
- Medi-Cal Peer Support Specialist
- Patient Care Representative
- Pharmacy Technician
- Phlebotomy
- Sterile Processing Technician

Year

- 2021
- 2022
- 2023



Pathway Name	Enrolled Regardless of Drops	Enrolled Excluding Drops	Max Seats	Remaining Seats	Goal	Enrolled - Goal	Actual in Pipeline	Expected to Enroll in Pipeline	(Enrolled + Expected to Enroll) - Goal	
Medi-Cal Peer Support Specialist	135	134	500	0	0	0	135	21	0	135
Sterile Processing Technician	169	168	210	35	100	69	243	147	216	
Phlebotomy	137	137	12834	2736	125	12	492	295	307	
Patient Care Representative	81	79	25	5	75	6	195	122	128	
Pharmacy Technician	123	122	100	0	125	-2	252	0	-2	
Community Health Worker with Behavioral Health			0	0	50	-50	97	0	-50	
Future Programs					445	-445		0	-445	
Medical Assisting	385	381	4456	2594	1000	-615	924	567	-48	
Total	1030	1021	18125	5370	1920	-890	2224	1131	241	



OUR BEST PRACTICES IN ACTION

Global & National Recognition



NATIONAL
GOVERNORS
ASSOCIATION



Counseling for all.

Mental Health Treatment
for the Community, by the Community

Elizabeth Morrison, PhD, LCSW, MAC
Co-Creator of The Lay Counselor Academy



THE
LAY COUNSELOR
ACADEMY

Alli Moreno
Co-Creator of The
Lay Counselor
Academy
& Lay Counselor





What is a Lay Counselor?

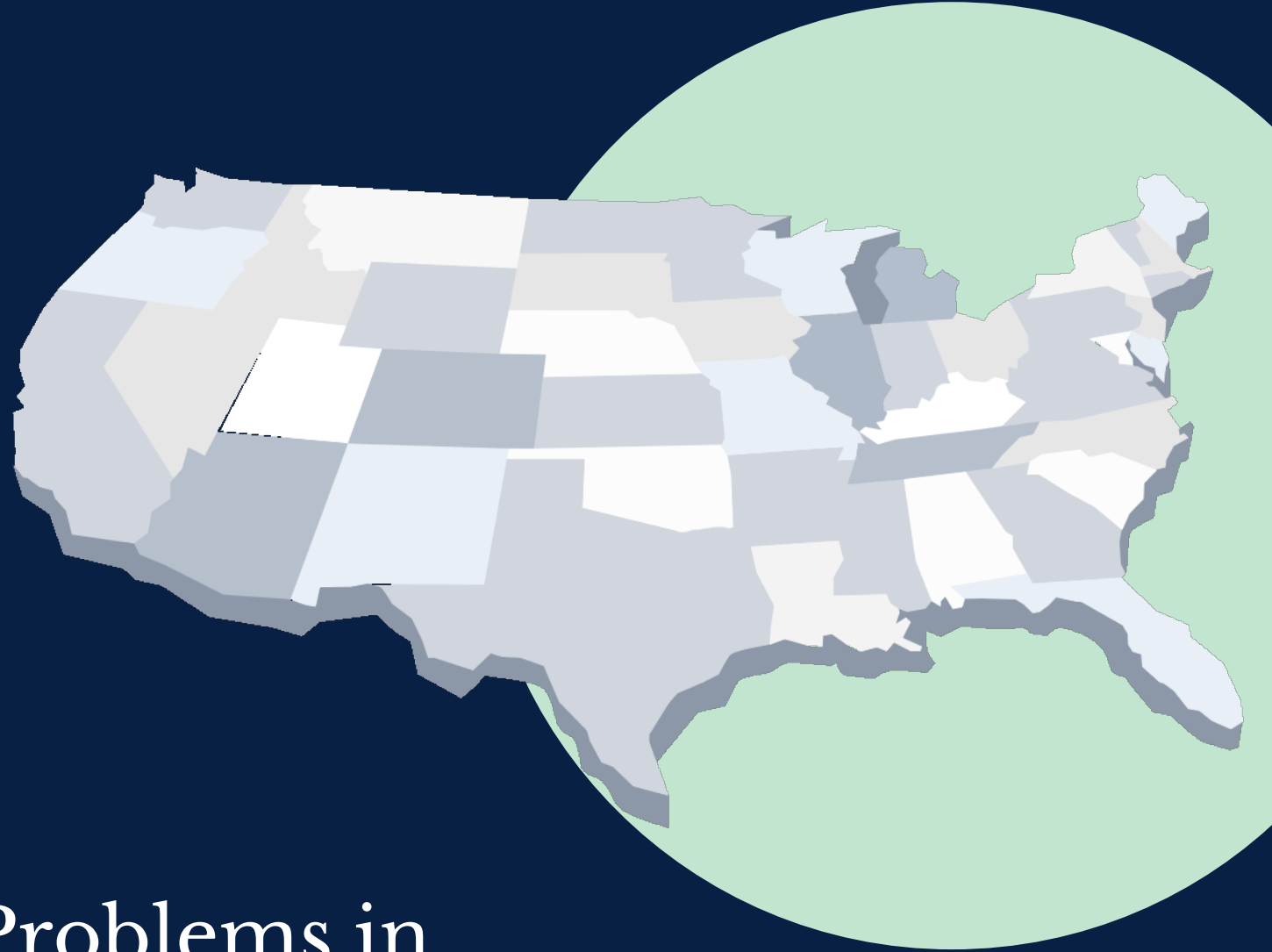
Someone who provides mental health counseling, who learned outside of the licensure pathway.



1. 1. A Mental Health
2. **Clinician Shortage**

2. A Workforce that
Doesn't Reflect
the community

3. Quality Problems in
the MH Field...



Why does therapy work?



QUIZ

The Therapeutic Alliance
(Empathic Relationship)

Unconditional Positive Regard

Anti-Bias Practices

Strength-Based, CBT, BA, MI, TIC...





ECM+ MH Counseling



SUD+ MH Counseling



Peers + MH Counseling



Teacher's Aide + MH Counseling



CHW + MH Counseling



First Responder+ MH Counseling

Bring Mental Health
Counseling *out from
behind the therapist's door.*







Q2

How would you rate quality of counseling services you received?

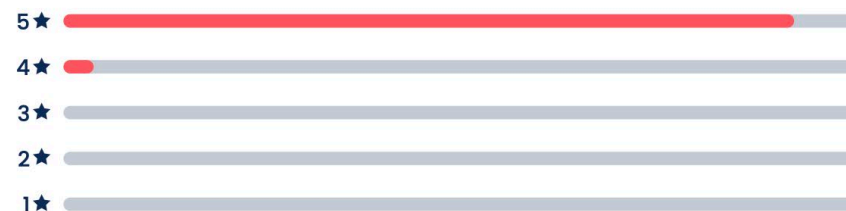
LICENSED

4.8
AVERAGE



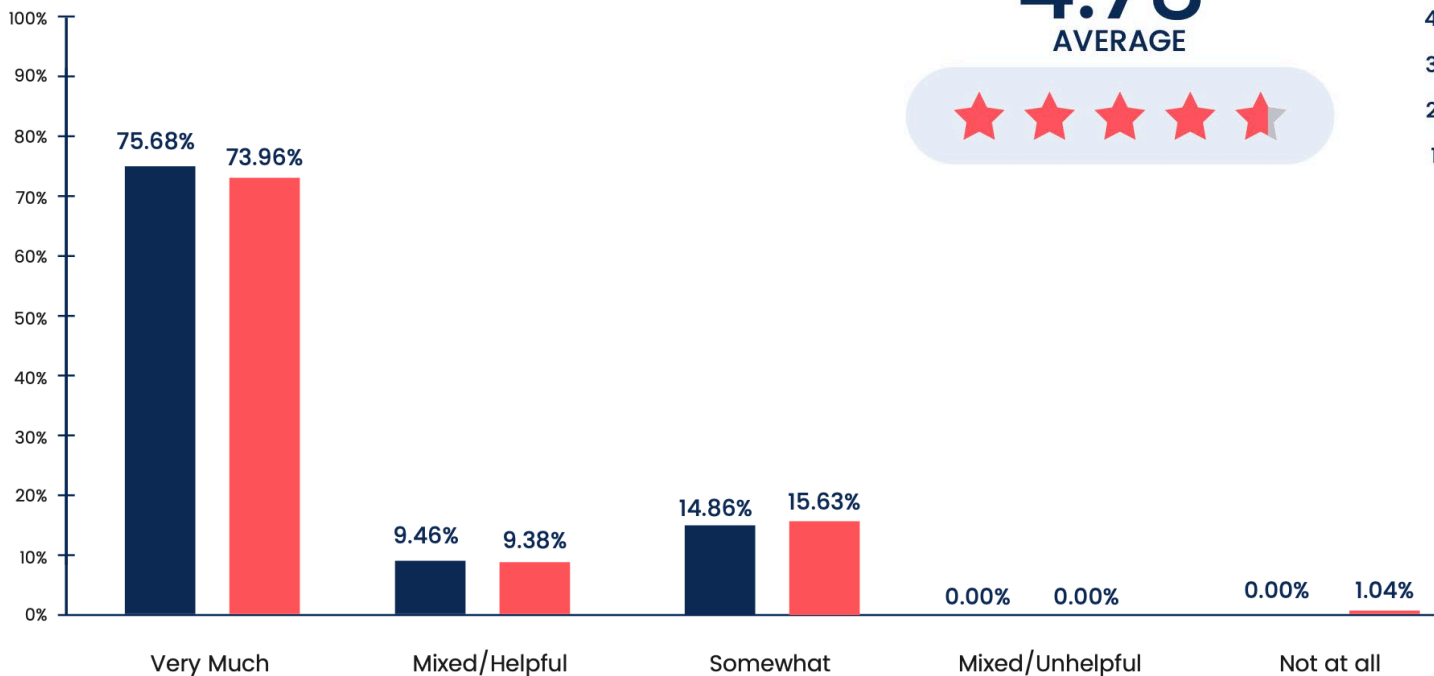
UNLICENSED

4.78
AVERAGE



Q3

How much has counseling helped you?



Since 2022:

700

course
graduates

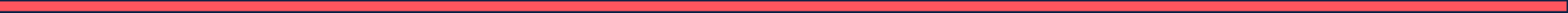
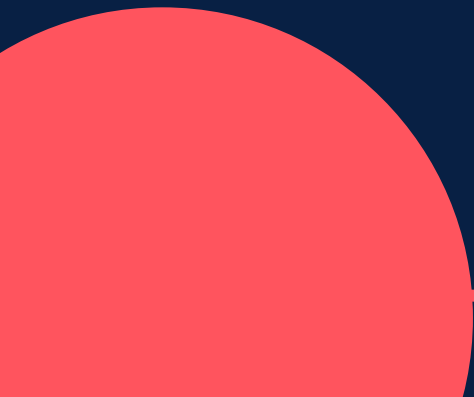
7

health
systems

66

community
organizations





UC Davis Fire Department

CRLA: Legal Aids

FQHCs: San Ysidro, Hill Country, Asian Health Services, Lifelong, Innercare, La Clinica de la Raza, Native American CHC...

Alameda & Stanislaus County BH

LA & NYC Faith Leaders

Northwell Health: Psychiatry Residents, Case Managers, ASWs

University of New Mexico CHW program

Boulder County CO Crisis Response Team

Enhanced Care Managers

Community Youth Centers Staff

Santa Cruz Office of Education



CHCF Evaluation Findings....

100% of LCA learning cohorts reflect their community

70% of all LCA participants are bilingual/trilingual

40% Average increase confidence in evidenced-based MH Counseling skills



San Francisco Chronicle

BAY AREA // HE

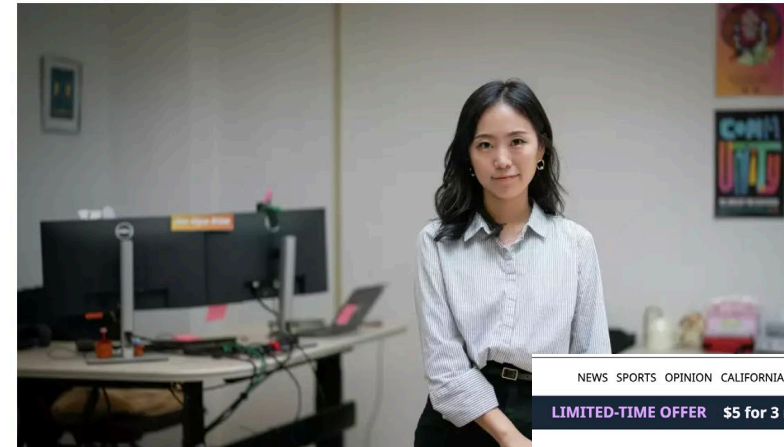
Amid dire shortage of therapists, Asian health clinic in Oakland trains staff in 'lay counseling'

By Sarah Kwon
Oct 6, 2024

Gift Article f X

HEALTH Amid a dire nationwide therapist shortage, could lay counselors help close the gap?

By Grace Rubenstein Jan. 18, 2024



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2023 STEINBERG INSTITUTE CHAMPIONS

Elizabeth Morrison & Alli Moreno

These Champions are bringing innovative solutions to California's behavioral health workforce shortage

Having trouble finding a therapist or psychiatrist? You are not alone. There is currently a severe shortage of behavioral health professionals in California. It was a challenge before the pandemic, and now it is a crisis.

Enter Elizabeth Morrison and Alli Moreno of EM Consulting. In 2021, this team launched the Lay Counselor Academy, a training program to help alleviate the crisis. Elizabeth and Alli are focused on training non-licensed professionals who are already helping people, like case managers, teachers and community health workers. The students don't become licensed therapists but walk away with a personal toolkit to address potential mental health needs. About 60 people have gone through the academy since its launch.

LOCAL Severe shortage of mental health clinicians prompts Stanislaus County to try bold approach

By Ken Carlson
May 15, 2023 6:00 AM |



New Workforce of Lay Counselors Strives to Bridge Mental Health Care Gaps

JUNE 13, 2024

By Heather Stringer

Qualities of the most effective counselors:

- 1 Highly Skilled Interpersonally
- 2 Committed to non-judgment (bias) practices
- 3 Committed to Personal Growth
- 4 High Self-Awareness & Self-Reflection
- 5 Humility is a Central Stance



- ✓ 14 weeks
- ✓ One 3-hour live session a week
- ✓ 1.5 hours of reflective learning each week

= 65 hours.

