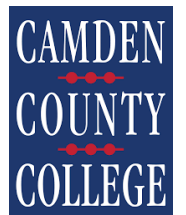


# What it takes to build a community-based healthcare workforce

June 5, 2025



# Agenda

- Housekeeping
- Program overview
- Panel discussion
- Audience Q&A
- Wrap up

# Housekeeping

- This webinar is being recorded.
- We will email you the recording and slides following the live webinar.
- All questions can be submitted through the Q&A feature. Comments and resources can be submitted in the chat.

# What it takes to build a community-based healthcare workforce



**Eve Burdett**  
*Camden Coalition*



**Corey Hoffmann**  
*Rowan University Rutgers-Camden  
Board of Governors*



Moderated by:  
**Victor Murray**  
*Camden Coalition*



**Megan Lepore**  
*Center For Family Services*



**Gladys Antelo Allen**  
*Camden Coalition*



## Mission

The Rowan University / Rutgers-Camden Board of Governors (RURCBOG) is an innovative partnership between two world-class institutions designed to leverage and expand Camden's significant medical, research and education assets.

RURCBOG carries out its mission by supporting health research, workforce training, and economic development projects that grow the region's healthcare capacity and contribute to the vibrant health sciences corridor in downtown Camden.

## Objectives

- Education, research, & workforce development
- Community engagement
- Economic development



# Why CMAs?

## Need for CMAs is real

15 % growth projected over the next 10 years

## Local need is more telling

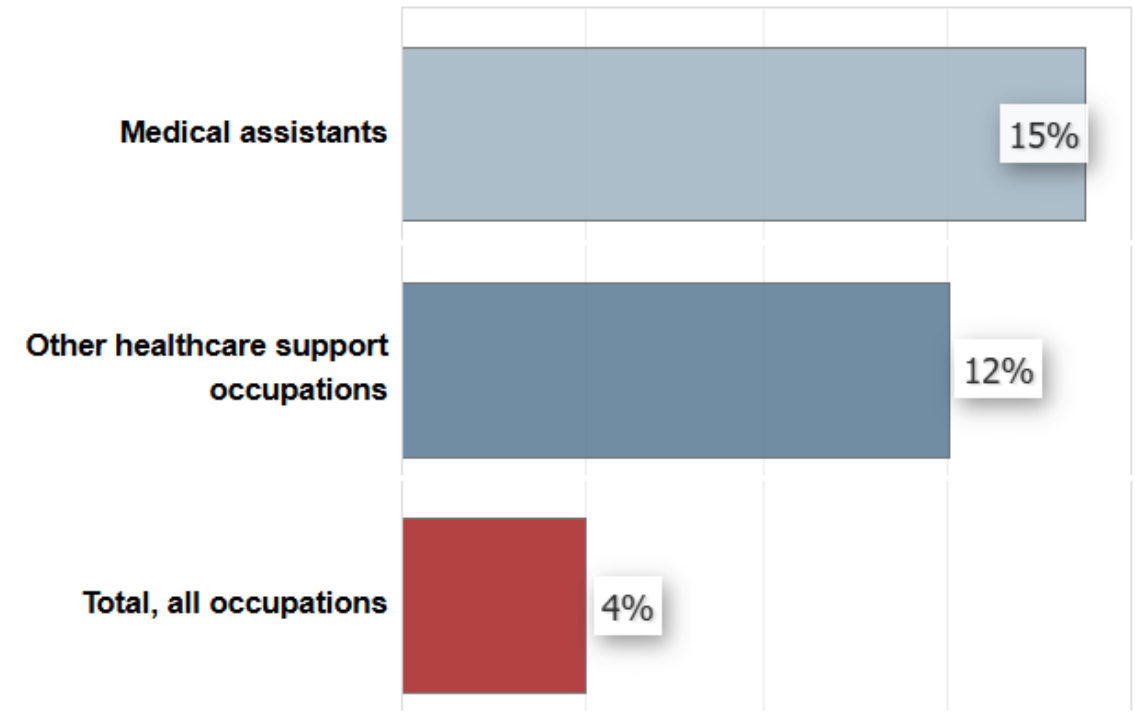
Tendency to have 30 – 40 vacancies at Cooper / MD Anderson at any given time

## Advancement is achievable

- Nursing
- Imaging specializations
- Healthcare administration
- Physician's assistant

### Medical Assistants

Percent change in employment, projected 2023-33



Note: All Occupations includes all occupations in the U.S. Economy.

Source: U.S. Bureau of Labor Statistics, Employment Projections program

# Program model

**An accelerated path to a  
career in healthcare**

22 college credits

Work experience

1 to 1 coach

Certification

Employment

Opportunity to advance

**Less than a year**

## High school

Recruit on-track  
seniors in Camden  
high schools with an  
interest in healthcare

Enroll participants in a  
summer bridge  
program for academic  
prep and career  
mapping



## College

Participants complete  
accelerated tuition-  
free CMA program for  
college credit with  
access to academic  
and personal support

Participants receive  
professional skills  
training and access to  
job placement services



## Career

Participants earn a  
self-sustaining entry  
level salary in the  
healthcare field

Participants have  
opportunities for  
continued education  
and career  
advancement

# Summer Bridge: Structure & timeline

Dates	Topic	Content
July – August	Career planning + mentorship	<ul style="list-style-type: none"><li>• Skills/strengths assessment</li><li>• Introduction to healthcare careers and pathways</li><li>• Personalized goal setting and career mapping</li><li>• Introduction to coaches</li></ul>
	Professional development	<ul style="list-style-type: none"><li>• Soft skills for MAs</li><li>• Workplace dynamics</li><li>• Group dynamics</li></ul>
	Academic prep	<ul style="list-style-type: none"><li>• CMA program overview</li><li>• Study skills</li><li>• Time management</li><li>• Medical terminology</li></ul>

**Schedule:**  
Tue. – Wed. – Thurs.

**Time:**  
10am – 3pm

**Location:**  
Joint Health  
Sciences Center  
(Camden)

**Paid:** \$15 / hour



# CMA Training Program at CCC: Structure & timeline

Dates	Topic	Content
September to January	<div>Certified Medical Assistant Training Program at CCC</div> <div>520</div> <div>Classroom Hours</div>	<ul style="list-style-type: none"><li>• Medical terminology</li><li>• Medications and pharmacology</li><li>• Vital sign testing</li><li>• EKG and cardiology testing</li><li>• Phlebotomy and blood analysis</li><li>• Health insurance system</li><li>• Patient care and professionalism</li><li>• Certification exam preparation</li></ul>
January to March	<div>Externship</div> <div>200</div> <div>Field Hours</div>	<ul style="list-style-type: none"><li>• Students placed in hospitals, doctor's offices, or other facilities to shadow current MAs and gain practical work experience</li><li>• Students can choose specializations to focus on for externships</li></ul>

**Schedule:**  
Mon. – Thurs.

**Time:**  
8am – 3pm

**Location:**  
Camden  
Community College  
(Camden Campus)

# “Off-ramp” support

## On-going coaching

- 1 to 1 meetings with Camden Coalition coaches

## Professional skills refresher

- Resume building
- Interview prep
- Job retention

## Employer connections

- Introductions to employers with vacancies

# Partnership map



- Funder
- Administrative lead
- Partnership manager
- Communications lead



- Wraparound service provider
- Recruitment assistance
- Curriculum development and facilitation



- Certification training provider
- Externship coordination



- 1 to 1 coaching
- Curriculum development and facilitation
- Resource navigation



# Impact



## Improvement over time

*Cohorts range in size from 12 to 16 students*

2023 Completion Rate: 66%

2024 Completion Rate: 69%

2025 Completion Rate: 93%

Working Rate: 33%

Working Rate: 50%

\* Working Rate: TBD\*

## Program growth

Adult learner cohort added in 2024 and 2025



# Panel discussion



# Contact us



## **Tomorrow Baldwin-Montgomery**

*Rowan University - Rutgers  
Camden Board of Governors*

[Tbmontgomery@rurcbog.com](mailto:Tbmontgomery@rurcbog.com)



## **Megan Lepore**

*Center For Family Services*

[Megan.lepore@centerffs.org](mailto:Megan.lepore@centerffs.org)



## **Gladys Antelo Allen**

*Camden Coalition*

[Gantelo@camdenhealth.org](mailto:Gantelo@camdenhealth.org)



# Upcoming events and opportunities

## **Perinatal mood disorder screening and follow-up – virtual training**

**June 6, 11:30am-12:30pm**

The Cooperative is hosting a 1-hour virtual training for healthcare and social work professionals that will increase knowledge and skills to administer the Edinburgh Postnatal Depression Screening tool and understand the benefits of screening for mood disorders during the perinatal period. [Register here](#).

## **Coffee and contracts: A social needs contracting community of practice**

**June 10, 12 pm ET**

Join us and the [Partnership to Align Social Care](#) for this monthly peer learning series that provides an opportunity for presenters and participants to go deeper into specific topics related to contracting between CBOs/CCHs and healthcare organizations. [Click here to learn more](#).

## **Community Engagement Learning Network**

**June 25, 3 - 4 pm ET**

Join us for a unique opportunity for professional working on community engagement and people with lived experience to connect and learn together through monthly meetings. [Click here to learn more](#).

Early bird registration now open!



# Putting Care at the Center 2025

PORTLAND, OR • OCT 15-17

*Complex care: Meeting the moment*



[camdenhealth.org/registration](https://camdenhealth.org/registration)



The National Center  
for Complex Health & Social Needs  
An initiative of the Camden Coalition





# Thank you

