



MAHEC Joins Initiative to Address Critical Healthcare Workforce Shortages

Brandy Bowman to lead Talent Pipeline Management program in Western North Carolina

The healthcare industry is experiencing a growing gap between job demand and talent supply. In response, MAHEC has joined the North Carolina Health Talent Alliance, launched to aggressively address the state's critical healthcare workforce shortages.

The initiative is part of a landmark partnership among NC AHEC, the NC Center on the Workforce for Health, the NC Institute of Medicine, the NC Chamber Foundation, and the Cecil G. Sheps Center for Health Services Research, a unit of UNC Chapel Hill. MAHEC is one of the first formalized pilot programs in the state created by the partnership.



Brandy Bowman, EdD, MSW

Brandy Bowman, EdD, MSW, will lead the initiative for MAHEC—a private, nonprofit organization established 50 years ago to recruit, train, and retain a qualified healthcare workforce to care for the citizens of Western North Carolina. Bowman will guide employers and education partners in MAHEC's 16-county region using the principles of the Talent Pipeline Management® Program to:

- Organize regional public/private partnerships to recruit and retain talent.
- Define specific levels of demand for healthcare workers and create all necessary programs to fill that demand.
- Identify gaps in training availability and take steps to fill those gaps.
- Create systems of support to help more individuals complete the needed trainings to join the healthcare workforce.
- Work with employers to identify practices for improving retention.

Ultimately, the result of this long-term effort is expected to culminate in employers receiving higher volumes of quality talent, learners securing access to well-paying careers, and stronger relationships developed with educators.

"MAHEC is delighted to join the NC Health Talent Alliance and facilitate the creation of solutions that address workforce shortages within our state and region's healthcare sector," said CEO William R. Hathaway, MD. "The results of this initiative will exemplify our overall mission, and that of the NC AHEC, since our start 50 years ago by developing and supporting the workforce to create a healthier North Carolina."

Bowman is currently surveying area healthcare employers to better understand short- and long-term hiring needs. For more information or to provide input, contact her at Brandy.Bowman@MAHEC.net or 828.257.4426.