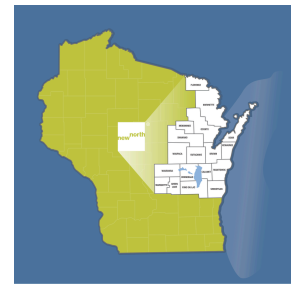


February 1, 2025

# Regional Career Pathway Newsletter

## NEW NORTH REGION



### NON-DIRECT PATIENT CARE: EXPLORING CAREER PATHWAYS IN HEALTHCARE

As we welcome 2025, it's the perfect time to reflect on the many opportunities available for students in Northeast Wisconsin, particularly in the growing field of Non-Direct Patient Care. From healthcare administration and medical coding to supply chain management and IT support, these roles are essential to the success of hospitals, clinics, and healthcare organizations. The Non-Direct Patient Care Pathway provides students with the skills needed to keep healthcare systems running smoothly while connecting them with local industries for hands-on experience.

Healthcare operations rely on professionals who can manage resources, analyze data, and ensure seamless patient services behind the scenes. The NEW North region is home to a diverse network of healthcare organizations eager to mentor the next generation of talent. By engaging with these pathway programs, students gain access to relevant curricula, internships, apprenticeships, and industry partnerships, building both their expertise and career readiness. Educators and healthcare leaders have worked collaboratively to ensure these programs align with workforce demands, creating valuable opportunities for students and employers alike.

Whether students aspire to be healthcare administrators, IT specialists, billing and coding experts, or medical supply coordinators, the non-direct patient care pathway provides a strong foundation for a rewarding career in healthcare. In this edition of the NEW North Regional Career Pathway newsletter, we'll explore these opportunities, highlight success stories from our region, and share actionable steps for employers and students to get involved. Together, we can build a stronger healthcare workforce while opening doors to meaningful and impactful careers.

#### February 2025 Edition

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Exploring Career Pathways

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Bellin Develops healthcare workforce

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Employer Highlight/Upcoming Events

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Breaking Down Regional Career Pathways:

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Stories of Impact

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## **Bellin Health Launches Campaign to Grow, Develop Healthcare Workforce**

As workforce shortages plagued Wisconsin, Bellin Hospital implemented a careers and recruiting campaign to ensure its ability to offer the highest quality of care to the patients and communities it serves. This campaign, developed through months of research, feedback from focus groups and creative development with providers and staff from across the healthcare system, is designed to attract, develop and retain talented healthcare professionals.

Bellin Health prides itself on being the healthcare employer of choice in Northeast Wisconsin, and this all starts with placing an emphasis on the development and well-being of employees. Leadership at Bellin feels strongly that employees are more than individuals who make up staffs and teams — they're human. And echoed throughout this campaign is the understanding that Bellin not only values the work an employee does, but it also values the importance of their ability to live a happy, healthy life. "This campaign places an emphasis on what makes Bellin Health the best place to give and receive care, and that's our employees," said Debbie Thompson, Bellin Health Team Leader, Human Resources. "They're at the core of the work we do for our patients and communities, and being a great place to work centers around taking care of them."

Photography and video of more than 50 Bellin employees are featured in the assets of this all-encompassing campaign, which helps capture and convey the true essence of working at Bellin. These advertisements are featured in digital placements via online and mobile, connected TV, streaming audio and radio services, billboards, career sites, social media and a reimagined [bellin.org/careers](http://bellin.org/careers) web page. Leadership at Bellin Health also recognized the importance of embracing technological advancements within the healthcare industry, allowing staff and team members to avoid burnout, balance tasks and create a more enjoyable work experience while maintaining efficiency. The healthcare system has implemented a number of technologies over the past year, ranging from new procedures to platforms that help eliminate geographical, language and scheduling barriers between patients and staff.

Bellin provides a number of pathways to a career in healthcare, starting with initiatives involving local high schools. Its Youth Apprenticeship Program and Career Academy are centered around early opportunity and growth while incentivizing program completion with employment guarantees and degree opportunities at Bellin College

## **CAREER PATHWAY EVENTS**

**February 3:** Work-Based Learning Info Night

**February 11:** MPTC Career Exploration Event

**February 12:** Smith Pharmacy YA Showcase

**February 21:** ARISE Cancer Research Internship - Application DUE!

**February 25:** YA Showcase Tour: North Ridge Health & Rehab

**March 4:** FVTC Spring Open House

**March 10:** FVTC: Express Admissions Day - Appleton, Oshkosh and Wautoma

**March 13:** Sheboygan County Work-Based Learning Hiring Fair

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## Stories of Impact



### SSM Health (Greater Fond du Lac) recognized with the *Community Unity Award*

SSM Health values not only a diverse workforce but also emphasizes the importance of teaching students the significance of acceptance in serving a varied population of patients. This past fiscal year, SSM Health expanded its Youth Apprenticeship (YA) program, successfully recruiting students from diverse backgrounds and cities beyond the CESA 6 region. Their proactive recruitment, in collaboration with the Department of Workforce Development (DWD), ensures that all students, regardless of learning needs, have opportunities to work with SSM Health.

In its inclusive environment, SSM Health integrates high school students into various departments, offering recognition and career growth opportunities. Kim Scharschmidt, a dedicated mentor, has guided many cohorts of CNA students, ensuring they gain valuable exposure and experience.

SSM Health exemplifies the Community Unity Award through its commitment to inclusive recruitment, tailored support, and development opportunities, ensuring that every individual feels valued in their care.

Congratulations to SSM Health for this well-deserved recognition of their exceptional contributions to fostering diversity and inclusion in the workforce through their youth apprenticeship program!

### Ways to Engage

Employers can engage in Career-Based Learning Experiences (CBLE) by offering class presentations, school tours, internships, apprenticeships, or co-op programs that provide students with hands-on, real-world experience in their industry. They can collaborate with local schools to create mentorship opportunities, allowing professionals to guide students in developing both technical and soft skills. Additionally, employers can participate in career fairs, workplace tours, or job-shadowing events to introduce students to potential career paths and industry expectations. Sharing your career passions will engage your future workforce.

## Breaking Down Regional Career Pathways

Educational Level <small>(The career work experience and educational levels may vary)</small>	Region <small>(2021-2022)</small>		
	Healthcare Business, Management, and Technology <small>(Supports the operations and maintenance of the healthcare facility and supports the wellbeing of individuals)</small>	Healthcare Facility and Human Services <small>(Supports the operations and maintenance of the healthcare facility and supports the wellbeing of individuals)</small>	Biotechnology Research and Development <small>(Supports the operations and maintenance of the healthcare facility and supports the wellbeing of individuals)</small>
High School Diploma/Equivalency	<ul style="list-style-type: none"> <li>Medical Assessor (Specialized) Services Representative</li> <li>Sales Entry Specialist/Associate</li> <li>Customer Service/Help Desk Service Representative</li> <li>Health Insurance Claims Specialist</li> <li>Health Care Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>Inventory Management (Supply Chain) Specialist</li> <li>Central Supply Technician</li> <li>Environmental Services Technician</li> <li>Community Health Worker</li> <li>Health Processing Technician</li> <li>Mobility Manager</li> </ul>	<ul style="list-style-type: none"> <li>Biological Tech</li> <li>Research Assistant</li> <li>Medical Laboratory Assistant</li> <li>Cleaning Technician</li> <li>Specimen Processor Technician</li> </ul>
Additional Training, Certification or Technical Diploma	<ul style="list-style-type: none"> <li>Medical Code</li> <li>Medical Office</li> <li>Office Supervisor</li> <li>Release of Information Specialist</li> <li>Provider Coding Specialist</li> </ul>	<ul style="list-style-type: none"> <li>Healthcare Manager</li> <li>Machine Registrar</li> <li>Maintenance Technician</li> <li>Electrical and Instrumentation Technician</li> </ul>	<ul style="list-style-type: none"> <li>Inquiry Aid (Research)</li> </ul>
Registered Apprenticeship	<ul style="list-style-type: none"> <li>Information Analyst</li> <li>Data Analyst</li> <li>IT Service Desk Technician</li> <li>Software Developer</li> <li>Financial Services Professional</li> </ul>	<ul style="list-style-type: none"> <li>Healthcare Manager</li> <li>Machine Registrar</li> <li>Maintenance Technician</li> <li>Electrical and Instrumentation Technician</li> </ul>	<ul style="list-style-type: none"> <li>Site Analyst</li> </ul>
Associate Degree	<ul style="list-style-type: none"> <li>Language Interpreter</li> <li>Health Insurance</li> <li>Accounting Clerk/Patient Account Billing</li> <li>Physician Compliance Analyst/Coordinator</li> <li>Marketing Specialist</li> <li>Administrative Specialist</li> </ul>	<ul style="list-style-type: none"> <li>Community Health Worker</li> <li>Healthcare Manager</li> <li>Medical Records/Patient Advocate</li> <li>Facilities Manager</li> </ul>	<ul style="list-style-type: none"> <li>Medical Laboratory Technician (Research)</li> <li>Biological Specialist (Research and Development)</li> <li>Quality Control Analyst (Research and Development)</li> <li>Environmental Monitoring Specialist</li> </ul>
Bachelor Degree and Beyond (Masters, Ph.D., etc.)	<ul style="list-style-type: none"> <li>Healthcare Business Management/Executive</li> <li>Business Administrator</li> <li>Business Analyst</li> <li>Finance Administrator</li> <li>Analyst</li> <li>Quality Assurance Analyst</li> <li>Computer Systems Engineer/Architect</li> <li>Project Manager</li> <li>Legal and Compliance Managers</li> </ul>	<ul style="list-style-type: none"> <li>Healthcare Manager</li> <li>Healthcare Operations/Executive</li> <li>Security Manager</li> <li>Community Health Educator</li> <li>Health Education Specialist</li> <li>Medical Records/Patient Advocate</li> <li>Social Worker</li> </ul>	<ul style="list-style-type: none"> <li>Medical Laboratory Science (Research)</li> <li>Pathology Assistant (Research and Development)</li> <li>Biomedical Engineer</li> <li>Patent Lawyer</li> <li>Biomanufacturing Specialist</li> <li>Quality Control Specialist</li> <li>Clinical Research Coordinator</li> <li>Quality Assurance Engineer</li> </ul>

### The Non-Direct Patient Care Career Pathway

The Wisconsin Non-Direct Patient Care Career Pathway equips students with the knowledge and skills needed to succeed in essential healthcare roles beyond direct patient interaction, including healthcare administration, medical coding, billing, IT support, and supply chain management. Rooted in academic and technical learning, the pathway emphasizes hands-on experiences through curriculum, internships, co-ops, and dual-credit opportunities that connect students to real-world healthcare environments. By aligning education with workforce needs, the pathway prepares students for both immediate entry into the healthcare industry and further studies in related fields. With strong partnerships between schools, post-secondary institutions, and healthcare organizations, the program fosters innovation, leadership, and a deep understanding of healthcare operations, empowering students to support Wisconsin's growing healthcare sector. Contact your school counselor for more information.



## STORIES OF IMPACT

The NEW North Youth Apprenticeship Virtual Healthcare Summit, held on January 28, 2025, brought together nearly 40 participants for an engaging and insightful discussion on expanding workforce pathways in healthcare. This collaborative event showcased the power of Youth Apprenticeships (YA) in developing the next generation of healthcare professionals while addressing industry workforce needs. With employers, educators, and industry leaders in attendance, the summit served as a platform to highlight best practices and inspire new partnerships.

A key highlight of the summit was the powerful presentations from Bellin Health and SSM Health, both of which have successfully integrated Youth Apprenticeships into their workforce strategies. Representatives from each organization shared their journeys, emphasizing how YA programs have provided students with hands-on experience while helping to build a stronger, more sustainable talent pipeline. Their stories underscored the value of investing in young professionals and demonstrated how these programs create meaningful career pathways in healthcare.

To conclude the event, the NEW North area Youth Apprenticeship Coordinators presented a roadmap for employers interested in launching their own YA initiatives. They provided valuable guidance on program implementation, partnership development, and the benefits of engaging high school students in healthcare roles. By equipping employers with the knowledge and resources needed to get started, the summit reinforced the importance of collaboration in workforce development and set the stage for future growth in Youth Apprenticeship opportunities across the region.



## NEW NORTH REGIONAL CAREER PATHWAY PARTNERS