

FOR IMMEDIATE RELEASE



Media Contact:

Caitlin Greenwell

Director of Marketing & Communications, CEO^c

cgreenwell@theceoc.com

270-668-7886

CEO^c HOLDS CEREMONIAL BILL SIGNING WITH GOVERNOR ANDY BESHEAR

CEO^c-Authored House Bill 200 Creates Fund to Address Kentucky's Healthcare Workforce Crisis



Link to downloadable high-resolution photo and proper attribution: [CLICK HERE](#)

LOUISVILLE, Ky. (May 12, 2023) – On Thursday, Gov. Andy Beshear visited CEO^c offices to participate in a ceremonial bill signing for House Bill 200. Special guests in attendance for the bill signing included lead sponsor Rep. Ken Fleming, co-sponsor Rep. Kim Moser, Louisville Mayor Craig Greenberg and members of the CEO^c Board of Directors.

Gov. Beshear officially signed H.B. 200 into law on March 22. The bill establishes the Kentucky Healthcare Workforce Investment Fund, creating two programs administered by the Kentucky Council on Postsecondary Education. Both programs are designed to improve the availability of and create new healthcare training scholarships and healthcare program incentives.

Under the first program, H.B. 200 incentivizes healthcare providers to pledge funds, matched dollar for dollar with state funds, to establish scholarships for healthcare education. This would double the cost effectiveness of the appropriation. The second program rewards excellence by setting incentivized awards for educational programs that meet certain metrics pertaining to graduation rates and passage rates of licensure examinations.

“Employers across the state and nation are struggling to find workers who are ready, willing and able to join the workforce, and I know there are a number of efforts to address this,” Fleming said. “House Bill 200 is focused on one critical area: healthcare. This measure addresses Kentucky’s persistent shortage of healthcare professionals by incentivizing healthcare education and licensing programs, healthcare

industry partners and the Commonwealth to collaborate to quickly strengthen education and training pipelines of healthcare professions to better serve patients.”

The fund is poised to increase student interest in healthcare occupations, reduce barriers to education and training and improve pathways between high school career and technical programs to college-level healthcare programs.

This piece of legislation is already being noted for its ingenuity and could serve as a national model due to its broad nature. The Kentucky model focuses not only on nursing education, but also includes mental health professionals, physical and occupational therapists, paramedics, EMTs and other credentialed healthcare professionals, secondary education mentoring programs and internships.

“We must continue to create and champion solutions to address the turnover of our healthcare workforce,” said Tammy York Day, President and CEO of CEO^C. “Our council member companies are on the front lines of this crisis. Innovative legislation like that of House Bill 200 will aid in our fight against the growing healthcare workforce shortage.”

The bill was enacted with an emergency clause which accelerates implementation of the bill and the regulatory review process which will fine-tune mechanics of both programs, including scholarship application processes and timelines. Over the next year, CEO^C will continue partnering with the Council on Postsecondary Education to finalize the rules for the program and then work with Gov. Beshear and legislature to establish an appropriation in next year’s budget.

The 15 member companies that comprise the CEO^C board of directors unanimously supported H.B. 200. In addition to CEO^C, H.B. 200 was supported by the Kentucky Nurses’ Association, Kentucky Association of Nurse Anesthetists, Kentucky Center for Assisted Living, Kentucky Health Care Facilities, Kentucky Chamber of Commerce, Kentucky Hospital Association and Greater Louisville Inc.

###

About CEO^C

CEO^C (formerly Louisville Healthcare CEO Council) was formed to leverage the strengths and assets of its members to solve important problems that extend beyond the scope of any one single member company. With its representation of healthcare entities across the entire care continuum, CEO^C capitalizes on its sector strength to identify healthcare gaps and connect innovators with solutions to capital and customers. Member companies include Baptist Health, Anthem, Apellis Pharmaceuticals, Atria Senior Living, BrightSpring Health Services, Confluent Health, Galen College of Nursing, Hosparus Health, Humana, LHC Group, Norton Healthcare, ScionHealth, Signature HealthCARE, Trilogy Health Services and the University of Louisville. These companies are the titans in the industry, collectively representing more than 550,000 employees, touching over 80 million lives annually. For more information, visit lhccinc.com.