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IHCA/INCAL's Career Pathways Website Expands to 17 States

Indiana Health Care Association launches a multi-state platform to bridge the gap between long term care providers and job seekers.

FOR IMMEDIATE RELEASE:

INDIANAPOLIS, Ind. (March 19, 2019) – The Indiana Health Care Association/Indiana Center for Assisted Living (IHCA/INCAL) is pleased to announce the expansion of CareForTheAging.org to 17 states in the U.S. The expansion brings the robust capabilities of the website to 17 new state-specific CareForTheAging.org sites through a collective effort aimed at increasing awareness of career pathways and boosting workforce recruitment in the long term and post-acute care sector. The website expansion is made possible by investments from individual states and generous support from the American Health Care Association/National Center for Assisted Living (AHCA/NCAL).

These states include: *Arizona, Colorado, Connecticut, Georgia, Idaho, Illinois, Massachusetts, Maryland, Michigan, Minnesota, Nebraska, New Hampshire, North Dakota, Ohio, Texas, Virginia and Wisconsin.*

The expansion of the site also comes with a significant enhancement in functionality—the newly launched member portal that gives IHCA/INCAL members a direct access to candidate interest forms that are submitted by site visitors seeking new career opportunities. The member portal accelerates the recruitment process creating opportunities for them to initiate timely outreach with qualified candidates. Using the member portal, recruiters in IHCA/INCAL member facilities will now be able to receive instant notifications via email about candidate interest form submissions, and filter and export submissions by zip codes, education, date and other pre-defined variables.

“Workforce recruitment and retention is one of the most pressing challenges confronting long term care providers today,” said Zach Cattell, president of IHCA/INCAL. “We are laser-focused on giving our members the tools they need to address this shortage while equipping tomorrow’s workforce with resources they need to launch a successful career in this rapidly growing field,” said Cattell.

“This collective effort will bring great value to our members, job seekers, students, and the long term and post-acute care profession as a whole,” said AHCA/NCAL President and CEO Mark Parkinson. “We’re excited to see this partnership come together and give our support to help providers attract and retain qualified, dedicated caregivers.”

Launched in 2017, originally as a site specific to Indiana, CareForTheAging.org offers comprehensive information on the diverse career pathways available in long term care. The site features a wealth of resources including state-specific education requirements, salaries and

career-focused videos by caregivers to inspire those seeking new opportunities to pursue a career in this exceptionally rewarding field. Today, Indiana's site is a thriving platform that connects job seekers with more than 440 skilled nursing and assisted living providers across the state who are actively recruiting for open positions and offering training programs.

"As an Indiana based and family-owned senior housing provider, we have found great value in partnering with CareForTheAging.org," said CarDon & Associates' Amber Iskander, executive director of human resources. "This valuable recruitment tool has assisted us in connecting with qualified candidates throughout the state. We look forward to enhancements that are being made to the website which will enable us to connect even more quickly with qualified candidates," said Iskander.

High school students, early career professionals and job seekers searching new career opportunities are encouraged to visit <https://carefortheaging.org/> to get connected with resources and employers.

About IHCA/INCAL

The Indiana Health Care Association/Indiana Center for Assisted Living is the state's largest trade association and advocacy group representing for-profit and not-for-profit nursing homes, assisted living communities and Independent Living. The association provides education, information, and advocacy for health care providers, consumers, and the workforce on behalf of its more than 440-member facilities.