

CAREFORTHEAGING.ORG



**SPOTLIGHTING LONG
TERM CARE CAREER
PATHWAYS**



**RESPONSIVE
DESIGN & LAYOUT**



**SEARCH OPTIMIZED
CONTENT**



**POWERFUL
STORYTELLING**



**LEAD GENERATION
CAPABILITY**

About CareForTheAging.org

Launched in 2017, CareForTheAging.org is a strategic workforce development initiative of the Indiana Health Care Association/Indiana Center for Assisted Living to address the growing shortage of long term care professionals in Indiana.

The purpose of the site is to:

- create awareness about the many career pathways available in long term care, and
- generate an interest among job seekers to launch a career in this sector.

Today, the site is a thriving platform that connects long term care employers with qualified candidates searching for a rewarding career in this field.

Explore Career Pathways

- ✓ Certified Nursing Assistant
- ✓ Nursing
- ✓ Administration
- ✓ Social Services
- ✓ Therapy
- ✓ Care Coordination
- ✓ Activities
- ✓ Support Services