



**UMBRELLA MESSAGE:**  
 The caregivers in our long term care communities selflessly serve their communities by caring for our most vulnerable citizens in a safe and supportive environment. A career in long term care offers caregivers professional growth, is invaluable rewarding, and provides a tremendous sense of purpose.

**PILLAR ONE:  
 Building Relationships Is At The Heart Of What We Do.**

Choosing a career in long term care means choosing a family. When you work in a long term care facility, you get the unique opportunity to build lasting bonds with residents and fellow caregivers.

- **You're Not Just Your Job Title:** Your role in a long term care community extends far beyond your job description. Your title might be nurse, but most importantly, you are a friend and family member to each resident. You are providing compassion and companionship to those in need. The familial aspect of long term care is what sets it apart from other industries – even other sectors of health care.
- **We Are A Team:** Long term care is not administered in silos. It takes everyone working together to make every nursing home and assisted living community a home for their residents. Every job has its challenges, but working in long term care means working side-by-side with like-minded individuals who have a relentless passion to serve.
- **Caregivers Are Our Greatest Asset:** Being a caregiver is a unique gift, and those who have answered the call of duty to serve our seniors are the backbone of every long term care facility. We keep morale high by making sure that every staff member feels valued and appreciated for the selfless and important work they do.

**PILLAR TWO:  
 We Serve A Special Population.**

Long term care residents are in a distinctive phase of their lives. Caregivers are committed to making sure every senior lives their golden years with dignity.

- **Long Term Care Residents Are Our Parents And Grandparents:** Everyone knows a senior that holds fond memories in their heart. Every resident in a long term care facility is special to someone. Knowing you are caring for someone's parent or grandparent makes our job fulfilling and unique.
- **A One-Of-A-Kind Group:** Seniors in long term care have stories to tell. They've lived through a world war and watched a man walk on the moon. Being a caregiver means getting the opportunity not only to meet these individuals, but to be a dependable and constant companion to them.
- **Trust Is Paramount:** We give family members peace of mind that their loved ones are healthy and safe – 24 hours a day, seven days a week, 365 days per year. Our profession is built on trust; we take our duty as caregivers very seriously.
- **Ageing Is Inevitable:** Today, more than [two million](#) Americans are cared for in long term care settings. The U.S. will see unprecedented growth in its senior population over the next three decades. We need more caregivers to meet this rising demand, so that our residents today and residents of the future have dedicated caregivers to serve them during their twilight years.

**PILLAR THREE:  
 Long Term Care Is Health Care.**

Long term care is a vital component of our health care system. We are medical professionals who ensure that our seniors live their healthiest lives. Working in a long term care facility is a great way to get your foot in the door as you start your healthcare career.

- **Protecting Our Most Vulnerable:** The average age of a long term care resident is 85 years old, almost all of whom have multiple underlying health conditions. When a resident enters a long term care facility, each caregiver becomes their partner on their journey to healthy living no matter the illness, injury or limitation.
- **Learning Life-Sustaining Skills:** Long term care communities serve a variety of residents. Some residents need rehabilitation after a hospital stay. Some have specific needs, such as Alzheimer's or other types of dementia. Others may need physical, occupational, or speech therapy or have developmental or intellectual disabilities. These specialized needs are why long term care is an essential part of our health care system. No resident is the same, and we deliver high-quality, customized care to to meet their health care needs.
- **Securing Your Future:** Today's certified nursing assistant (CNA) is tomorrow's registered nurse (RN). Upward mobility is yet another benefit of working in this important sector. When you enter the health care workforce through a career in long term care, you are on an immediate path toward lasting and meaningful professional growth.