

**Q&A For Facilities**

**Q: Why should someone work at [FACILITY]?**

**A:** A career in long term care offers professional growth, is invaluably rewarding and provides a tremendous sense of purpose by caring for the nation’s most vulnerable population. The growth opportunities, coupled with the day-to-day fulfillment working with incredible individuals united in a common purpose with a passion to serve, make a job at [FACILITY] unlike any job on the market.

**Q: What is it like working at [FACILITY]?**

**A:** We are a family at [FACILITY], with everyone working together for the health and wellbeing of our residents. Every staff member is valued, and our facility makes it a point to make every worker feel appreciated. Caregivers give each resident specialized, one-on-one care, while also acting as their constant companion, often finding a best friend in a resident.

**Q: What kind of people do caregivers at [FACILITY] serve?**

**A:** [FACILITY] serves a very special population, [STATE]’s elderly. Every resident is someone’s mother, father, grandparent, aunt, uncle or friend. The average age of the residents in our facility is [X] years old, so each one has lived a long life, filled with incredible stories and life lessons. The relationships and emotional connections made between caregivers and residents are extremely special.

**Q: Is working in [FACILITY] part of the health care sector?**

**A:** Long term care is a vital component of our health care system. Caregivers at [FACILITY] are medical professionals who ensure that our seniors live their healthiest and happiest lives. And the skills learned and fostered in our facility transfer well to other health care settings.

**Q: What sets a career at [FACILITY] apart from other jobs in health care?**

**A:** There is a familial aspect to long term care that you won’t find anywhere else. Caregivers aren’t only a nurse or a physical therapist. Relationships and connections with residents can develop over years, which is unique to the long term care setting. You will have the opportunity to tailor your care to each resident’s preference – something that will be much appreciated by those in your care. We are a family at [FACILITY].



**Q: What specific pay and benefits does [FACILITY] offer?**

**A:** [INSERT FACILITY-SPECIFIC INFORMATION]

**Q: Are there growth opportunities working at [FACILITY]?**

**A:** Yes. Once you enter the long term care sector through [FACILITY], you are put on an immediate career path with tremendous opportunity for upward mobility. Today’s certified nursing assistant (CNA) is tomorrow’s registered nurse (RN). The opportunity for growth is one reason why starting your career at [FACILITY] is a great steppingstone to get into the health care field.

**Q: What kind of skills do caregivers at [FACILITY] learn?**

**A:** Each resident at [FACLITY] has different health care needs. One resident may have memory issues, while another may need physical, occupational or speech therapy – no two residents are the same. Working in long term care gives you the opportunity to learn life-sustaining skills that protect the health and wellbeing of every resident.

**Q: Is there a demand for caregivers at [FACILITY]?**

**A:** Aging is inevitable, and we expect to see unprecedented growth in our senior population over the next three decades. That means the demand for more caregivers has never been greater. We currently have [NUMBER] open positions and must ensure our current and future elderly population have the caregivers they need to live their golden years with dignity.

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