

**Talking Points For Facilities**

* Caregivers at [FACILITY] serve their community by caring for their most vulnerable citizens in a safe and supportive environment.
* A career at [FACILITY] offers professional growth, is invaluably rewarding and provides a tremendous sense of purpose.
* Being a caregiver at [FACILITY] goes far beyond your job description – you become a friend and a family member to each resident.
* Working at [FACILITY] means working as a team to accomplish a common goal – ensuring our residents receive the highest level of care possible.
* [FACILITY] is only as strong as our caregivers. They are the backbone of our facility.
* [FACILITY] values and appreciates the selfless work our caregivers do every day to care for residents and make sure staff members feel supported.
* [FACILITY] offers [FACILITY-SPECIFIC PAY].
* [FACILITY] offers [FACILITY-SPECIFIC BENEFITS].
* [FACILITY] offers [FACILITY-SPECIFIC INCENTIVES].
* Working at [FACILITY] means serving a special population – [STATE’S] most vulnerable. Every resident is someone’s parent, grandparent, aunt, uncle or close friend.
* Families and friends of our residents trust caregivers at [FACILITY] to keep their loved ones healthy and safe day in and day out.
* Long term care is a vital part of the health care system. A career at [FACILITY] is a great steppingstone for individuals who want to get their foot in the door in the health care sector.



* The average age of a long term care resident at [FACILITY] is [X]years old, and the vast majority have underlying health conditions.
* [FACILITY’S] residents require specialized, customized care to meet their unique health care needs. When you work at [FACILITY], you are learning life-sustaining skills.
* [FACILITY] offers countless opportunities for upward mobility in your career. From the first day on the job at [FACILITY], you are on an immediate path toward a long and fulfilling professional career.
* There are [NUMBER] job openings at [FACILITY]. We’re looking for special, passionate individuals to fill these roles. Learn more about our open positions to start your career today [link].
* Aging is inevitable, and we are expected to see an unprecedented growth in our senior population over the next three decades. We need dedicated caregivers at [FACILITY] now more than ever.

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