



FOR IMMEDIATE RELEASE

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LeadingAge California Partners with Lifework Education Enhancing Recruitment and Retention Efforts of the Workforce Pipeline Serving Older Adults

SACRAMENTO, CA – LeadingAge California, a California non-profit trade association that advocates for quality, non-profit senior living and care and Lifework Education, a leading healthcare education company, partner together to improve care access and quality of life for older adults by providing training, certifications and career development for those entering or already serving the sector. The new collaboration will make significant headway in turning the tides on the ongoing workforce shortage crisis pervading the health care workforce that supports older adults across the state.

California has the largest number of older adults in the country, and it is projected an additional 275,000 trained direct care workers will be needed by 2026 to meet the growing population. The increased mobility of medical staff and mass exodus of experienced, credentialed employees, and the costs associated with training and career development are affecting this industry. With these shortages, staffing retention and training is more important than ever. Supporting a staff's continued education pathways with specialty certifications has proven to increase retention. Once in the field, advanced training and development to build future leaders across the spectrum of occupations and settings is limited and clinicians typically enter the field with a traditional education, one not typically focused on the needs of older adults or more wholistically on gerontology. Opportunities exist for greater immersion into occupations in the field, leadership development for career advancement, and mentorship and support programs to cultivate leadership strengths. Additional barriers are cost, quality and availability of education and leadership training.

"California has a workforce shortage. The number of younger adults entering the workforce has slowed, and the total number of retirees continues to grow. This new relationship with Lifework Education provides the foundation to build a strong diversified workforce, create pathways to leadership, and fulfill the immense opportunities before us to support the health and well-being of older adults," says Jeannee Parker Martin, CEO/President of LeadingAge California. "And we're very excited to enter into this relationship providing valuable discounts of up to 20% off most classes for the organizations we support as members of the association," she said.

Lifework's student outcomes reflect a 98% Continuing Education Success Rate, 90%+ Vocational Graduation Rate, 75,000+ Continuing Education Students Annually, 4,000+ Vocational Students Annually, 800+ Employer Sponsors and a 5-star Student Satisfaction. Lifework are experts in providing virtual, blended, and online learning with an innovative approach to program delivery that saves time and

money, while supporting a nationwide network consisting of more than 1,000 reputable instructors and faculty with decades of healthcare education experience.

"We are thrilled to partner with LeadingAge California and provide healthcare training and career development opportunities to its members. The growing population of older adults in California highlights the urgent need for more trained direct care workers. We believe our innovative approach to program delivery and expert instructors will help create a strong diversified workforce and fulfill the immense opportunities to support the health and well-being of older adults," says Frank Swiger, CEO of Lifework Education. "We encourage members to visit our [website](#) to take advantage of our courses."

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About LeadingAge California

Founded in 1961, LeadingAge California is the state's leading advocate for quality, non-profit older adult living and care. The association's advocacy, educational programs and public relations help its members best serve the needs of thousands of the state's older adults. LeadingAge California represents nearly 700 non-profit providers of older adult living and care – including affordable housing, life plan communities (aka continuing care retirement communities), assisted living, skilled nursing, and home and community-based care; as well as our business partners. For more information, visit www.leadingageca.org.

About Lifework Education, Inc.:

Lifework Education is a leading healthcare training company that recently acquired multiple training businesses collectively graduating 4,000+ vocational and 70,000+ continuing education students per year in California, Washington, Arizona, Nevada and Florida. Lifework is dedicated to helping students build and maintain the skills they need for successful careers, creating an exceptional place to work and grow for our team and making a tangible, positive contribution to our communities. Lifework's teams achieve some of the highest student graduation and certifying exam pass rates in our markets and are expanding in both geography and course offerings. To find out more visit lifework.edu/about.