

Why We Need a Comprehensive Campaign to Recruit a Diverse Healthcare Workforce in the Cincinnati Region

Healthcare is an awesome career opportunity. Jobs are high-paying, in-demand, and have excellent career progression, yet thousands of positions are left unfilled.

Why is there such a shortage of healthcare workers in Cincinnati?

Workforce Innovation at The Health Collaborative has identified lack of awareness as one of the primary reasons more students, or adults seeking a career change, are not pursuing careers in healthcare.

People are unaware that healthcare is an inclusive space for individuals of varied backgrounds, skills, and interests where they can build a fulfilling career, make a community impact, and find purpose in their career.

A regional advertising campaign would increase awareness of the incredible array of positions in clinical, administrative, and support roles and encourage students and adult job-seekers to consider a career in healthcare.

CAMPAIGN GOALS

- Raise awareness of the depth and breadth of available healthcare careers in Cincinnati
- Engage diverse audiences
- Inspire students and adults to take action toward a career in healthcare
- Dispel myths and negative perceptions of working in healthcare brought on during the pandemic
- Promote healthcare employers' commitment to helping their employees advance their careers

Our ongoing commitment and collaboration with community partners and people and organizations interested in increasing the healthcare talent pipeline will ensure the success of the campaign.

Cincinnati is fortunate to have some of the top health systems in the country. With this campaign, we can help our healthcare employers continue providing our community with top-notch healthcare.

Cincinnati Region's Healthcare Industry By the Numbers

- **\$33 Billion** total economic impact
- **#1** employment sector
- One of the fastest-growing industry sectors
- **140,000 direct employees** in clinical and non-clinical roles
- **16,000+** current open positions
- **1.5%** projected growth in healthcare roles in the next 2 years*

*Source: JobsEQ