



# CE Webinar

## Creating a Culture of Career Pathways for Professional Caregivers

KEY INSIGHTS  
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**ABOUT THE SESSION:** Workforce instability continues to challenge care delivery across aging services, making retention, engagement, and professional growth more critical than ever. This CE Webinar provided a practical, data-driven roadmap for building a culture of career pathways that supports caregiver satisfaction, reduces turnover, and improves care quality.

### INSIGHTS & RESOURCES

#### Understand key workforce trends impacting caregiver recruitment and retention.

- The demand for professional caregivers will continue to accelerate as the population over age 80 grows significantly over the next two decades, increasing competition for talent.
- Turnover rates remain high, particularly during the first 90 days of employment, making onboarding and early engagement critical retention strategies.
- Organizations that fail to address career growth opportunities, leadership support, recognition, and onboarding consistency are more likely to experience workforce instability and staffing shortages.

#### Identify evidence-based strategies to support career advancement and professional growth.

- Visible career pathways help caregivers see a future within the organization, increasing engagement, retention, and internal promotion opportunities.
- Career advancement should be supported by clearly defined competencies, role progression, training requirements, and compensation aligned with professional growth.
- Mentorship, cross-training, stretch assignments, and ongoing career conversations create development opportunities that strengthen workforce capacity and leadership pipelines.

#### Reinforce how to use data to align training, recognition, and engagement initiatives with workforce stability goals.

- Workforce data such as turnover rates, retention metrics, engagement scores, and exit interview themes can help identify root causes of instability and guide targeted interventions.
- Training programs are most effective when aligned with performance gaps, staff feedback, quality outcomes, and workforce trends rather than relying on generic education approaches.
- Leaders should use workforce dashboards, stay interviews, and regular data reviews to evaluate progress and continuously refine recruitment, retention, and engagement strategies.

#### Identify practical strategies that boost morale and retention through structured recognition and development programs.

- Meaningful recognition programs that celebrate caregiver contributions, milestones, certifications, and achievements help caregivers feel valued and increase job satisfaction.
- Professional development opportunities, including coaching, mentoring, and ongoing education, demonstrate organizational investment in caregivers and support long-term retention.
- High-performing organizations connect recognition, career advancement, engagement, and leadership support into a coordinated workforce strategy that reinforces positive behaviors and strengthens organizational culture.

#### RESOURCES:

[The National Direct Care Workforce Resource Center](#)  
[LeadingAge Workforce Solutions Resources](#)

[AHCA/NCAL Workforce Report \(2026\)](#)  
[Bureau of Labor Statistics Occupational Outlook Handbook](#)