



CE Webinar

Creating a Culture of Career Pathways for Professional Caregivers

KEY INSIGHTS
June 11, 2026

ComFor
connections
— by ComForCare —

PANELISTS: Lisa Thomson, BA, LNHA, HSE, CIMT, Chief Operating Officer - Pathway Health and Tiffany Robinson, BSW, Training Specialist - ComForCare Franchise Systems, LLC

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](#)