

CaregiversFL Career Program

FINAL REPORT

Grant Agreement No.: GFA086

*Sponsored by Florida Health Care Education and Development Foundation, Inc. and
the State of Florida, Agency for Health Care Administration*

Submitted by:



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Executive Summary

The Florida Health Care Education and Development Foundation (FHCEDF) developed the CaregiversFL Career Program (Program) to recruit 3,000 certified nursing assistants (CNAs) into Florida's nursing home workforce over a two-year period. At the conclusion of the grant funding period, 4,045 potential job seekers had been connected with 392 participating providers across the state. Therefore, the Program's comprehensive media campaign was deemed a success for exceeding the Program's initial goal by 34%.

While evaluation of the Program's Recruitment and Retention efforts indicated an overall decline in the number of CNAs working in Florida's nursing homes over the grant period, FHCDEF believes legislative changes associated with HB 1239 likely contributed. Affording participating providers the opportunity to meet regulatory staffing requirements by utilizing specialized staff to meet residents' care needs, adoption of HB 1239 likely contributed to the decline in overall CNA recruitment.

Ongoing connections established with partner associations, educational settings, and other community stakeholders as well as the establishment of the Florida.CarefortheAging.org website will continue to support long-term care recruitment in the future. To that end, FHCEDF believes the Program was a success and is thankful for the opportunity to partner with the State to fulfill the mission of creating a new pool of applicants for nursing home providers.

Summary

Program Leader

FHCDEF contracted with Q3 Healthcare Consulting, LLC (Q3) to serve as Project Lead of the Program. Specifically, Q3 was engaged to:

- Support provider recruitment;
- Oversee development/enhancement of the Florida.CarefortheAging.org website;
- Oversee marketing and public relations campaign;
- Support retention efforts through coordination of educational programming for participating providers;
- Conduct team member engagement surveys;
- Conduct additional surveys to benchmark the Program and collect feedback on the Program from providers;
- Collect data for benchmarking and conduct evaluation of the Program; and,
- Oversee compilation of all deliverables required under the grant.

Information related to all activities performed by the Program Lead was reported quarterly in conjunction with the deliverable schedule excluding evaluation of the program, which is contained herein.

Marketing and Recruitment Campaign

FHCDEF, contracted with The Moore Agency (Moore) to lead its marketing and recruitment campaign which consisted of building a branding strategy for the Program, as well as the development and delivery of various marketing assets for use in paid advertising, direct marketing, owned media and earned media.

Moore's efforts to build the branding strategy included market research to:

- Understand interest in healthcare industry, and the long-term care industry in particular;
- Identify motivators and barriers to working as a CNA;
- Test potential branding statements to evaluate effectiveness; and
- Understand media consumption by target audience.

Moore's development of custom marketing assets for the Program included but was not limited to:

- Email content and sequencing, website content and interactive forms, and FAQs
- Photo shoots and survey toolkit
- Digital ads and partner ads
- Case Manager and job seeker one-pagers
- Partner toolkit
- Brand video
- Press releases, letters to the editor, OpEds, talking points
- Veterans Toolkit, training flyer, hiring flyer, and on

Detailed information related to all activities performed by Moore were reported quarterly in conjunction with the deliverable schedule; however, a final summary of Moore’s activities and outcomes can be found in Appendix A.

Training and Support Activities

Various training and support activities took place over the two-year grand period with support from the Project Lead and Moore including launch of the Florida.CarefortheAging.org website, development of promotional materials and workforce training webinars. A summary of training webinars can be found in Table 1.

Table 1. Summary of Training Webinars

<u>Date</u>	<u>Title</u>	<u>Number of Participants</u>
1/27/22	The Five Ws and How to Participate	319
2/10/22	How To’s Webinar	141
4/27/22	Best Practices for Successful Partnerships with CNA Schools	177
7/13/22	Get Outside the Box: Creative Strategies to Attract More Applicants	58
9/23/22	A 100 Day Crisis: The Truth about Employee Turnover in Senior Care	65
11/30/22	Attitudes, Smattitudes, Who’s in Charge Anyway?	48
12/13/22	Social Media Recruiting – Moving Beyond the Job Board	81
2/22/23	Creating a Culture Of Safety	39
3/8/23	How to be an Inclusive Leader: Creating a Culture Where Everyone Thrives	59
5/16/23	Healthcare Burnout – What Is It and Ways to Avoid It	17
9/20/23	Goldrush: Onboarding, Orientation, and Ongoing Education	79

Support Activities

The Project Lead and Moore supported FHCDEF by engaging in various support activities throughout the two-year funding period. Specifically, the Project Lead provided support for:

- Initial portal set-up for participating providers and ongoing technical support for the Florida.Carefortheaging.org website;
- Coordination of job seekers and connections with participating providers based upon geographic region;
- Development and distribution of multiple surveys (e.g., benchmarking, employee engagement, wrap-up);
- Representation at various events to support the Program (e.g., Florida Health Care Association District Meetings, Healthcare Occupations Students of American Conference); and,
- Administrative duties including overall project management and oversight, procurement of subcontractors, and budget management, work with FHCA staff to oversee and coordinate

public relations and marketing campaign, educational programming, coordinate accounting services.

Additional support activities performed by Moore including copies of all ads, promotional material, etc. can be found in Appendix A.

Program Effectiveness Evaluation

Marketing Campaign

An evaluation of the effectiveness of the marketing campaign was conducted. Four key media channels performed highest to meet the objectives of the marketing campaign including:

- Paid social media
- Google Performance Max (ad channels including Search, Display, Discover, Maps, Gmail, and YouTube)
- Earned media
- Owned media

Overall performance of the campaign yielded 33,058,332 impressions via paid, owned and earned media. There were 123,587 Clicks via paid and owned social media ads, and a total of 8,134 forms were submitted to either 1) get hired as a CNA or 2) interested in becoming a CNA. As a result, contact information for 4,045 job seekers was sent to providers participating in the Program. Of those, 3,210 were licensed CNAs seeking employment and the remaining 835 were interested in becoming a CNA.

Given that the goal of the Program was to attract 3,000 CNAs into the nursing home workforce, the marketing campaign exceeded that goal by 34% and therefore was deemed a success. For further details of the overall campaign performance, including conversion rates and website traffic details can be found in Appendix A.

Recruitment and Retention

The Project Lead provided oversight of recruitment and retention as well as benchmarking for the program. At inception of the Program, the intent was to collect data quarterly from participating providers. Sample information included on the first benchmarking survey sent to participating providers requested information comprised of but was not limited to:

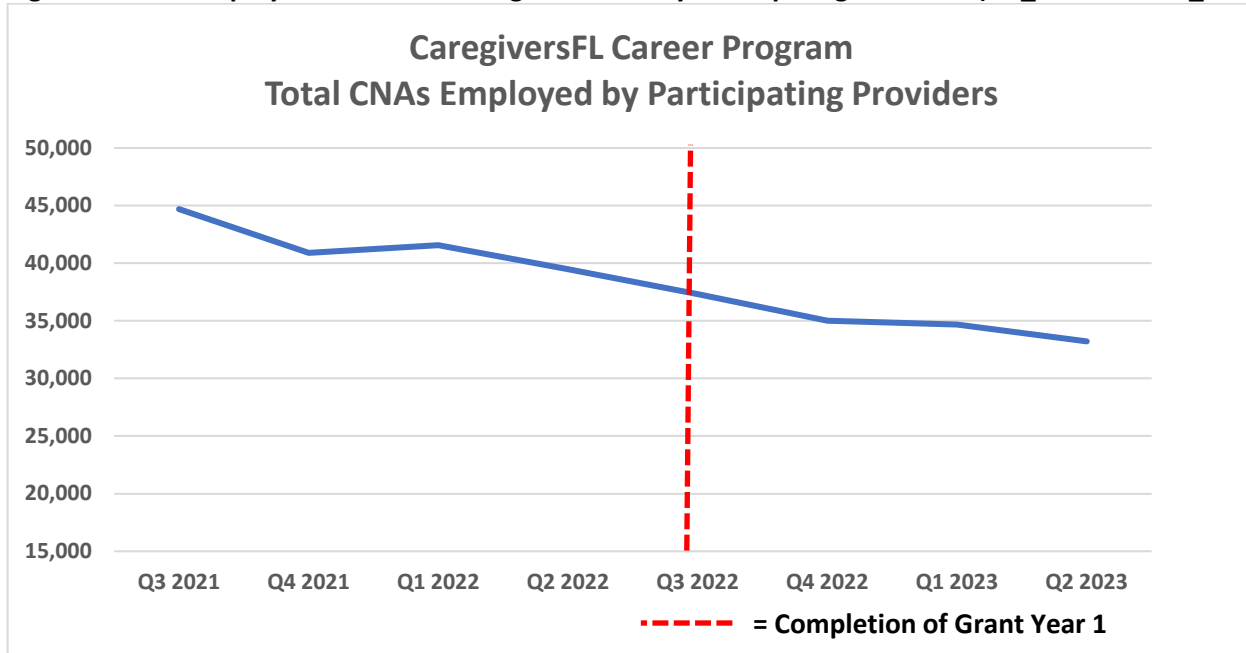
- The number of CNAs hired at the facility quarterly;
- The current number of CNAs employed at the facility quarterly;
- The number of vacant CNA positions at the facility quarterly;
- The CNA turnover year-to-date rate of the facility quarterly;
- Areas of engagement with the Program; and
- Overall satisfaction with the Program.

Despite multiple efforts to obtain responses from the facilities and assurances that data would be used only to determine efficacy of the Program, providers were reluctant to provide detailed information needed to make a comprehensive evaluation.

Given this unforeseen impediment to benchmark and evaluate the Program, publicly reported Payroll Based Journal (PBJ) Data was used as a proxy to ascertain CNA employment information. Specifically, data on the number of employed CNAs and nursing assistants in training (collectively referred to hereinafter as CNAs) for nursing home providers participating in the Program was analyzed. Using eight quarters of data, observations which were selected by state and employee job codes, specifically 10 and 11 which represented certified nursing assistants and nurse aide in training.

PBJ data was matched with the Program’s Participating Provider List (Appendix B) using unique individual provider numbers. A total of 375 of the 392 participating providers (96%) were successfully matched and able to be tracked over the course of the two-year grant funding period. A total of 17 providers were unable to be matched likely due to ownership changes and/or closures. Baseline for purposes of the analysis was defined as the 3rd Quarter of 2021 which aligned with inception of the program and year one of the grant funding period concluded during the 3rd Quarter of 2022. Analysis was limited to availability of the publicly reported PBJ data. Therefore, results provided below provide total CNAs employed by participating providers through Quarter 2 of 2023 and does not capture the final quarter of the grant funding period. Notwithstanding, FHCDEF has no reason to believe lack of the final quarter data substantially impacts the analysis herein.

Figure 1. Total Employed Certified Nursing Assistants By Participating Providers (Q3_2021Q to Q2_2023)



Results

As illustrated in Figure 1, 44,698 CNAs were employed by participating providers at inception of the program, i.e. baseline. At the end of Year 1, this number had declined to a total of 37,323 CNAs. Finally, the most recent available data (2nd Quarter of 2023) indicates there were 33,218 CNAs

employed by participating providers. Therefore, over the course of the grant, a 25% decline in CNAs occurred.

As previously suggested as part of prior quarterly reporting requirements, this decline can likely be attributed to the passing of HB1239 which gave providers more flexibility to meet direct care staffing ratios by using other types of staff in accordance with the needs of residents, such as mental health counselors and physical therapists. While this examination was not included as part of our analysis, we suspect that exploration of PBJ data after the passing of HB1239 would demonstrate an inverse relationship between CNAs and other specialties permitted for inclusion in the staffing ratio requirements under the new law.

Additionally, through communication and outreach to providers during the grant period, we began to see an increase in recruitment needs for RN and LPN staffing which has negatively impacted this performance metric in the grant. We are also cognizant of the fact that providers may not have had the capability to produce reliable data given the high number of ownership changes which undoubtedly resulted in disruption of internal processes to collect and maintain data. Notwithstanding these figures, overall grant performance has been effective and impactful given the portal statistics related to the number of job seekers connected to potential employers.

Successes, Challenges, and Lessons Learned

Successes

- 392 (56%) of Florida nursing homes participated in the CaregiversFL Career Program;
- 4,045 interested job seekers who were either licensed CNAs or were interested in becoming a CNA via the Personal Care Attendant program were connected with participating providers equating to 134% of the Program's goal to attract 3,000 CNAs into the long-term care workforce;
- New ongoing connections were made with CareerSource FL, the Florida Association of Career and Technical Education (FACTE), HOSA (formerly known as Health Occupation Students of America), Florida Department of Veterans' Affairs, College Veteran Associations, and the Association of Florida Colleges to promote CNA job opportunities and create pipelines between these associations and Florida nursing homes; and
- A fully functional website which can be expanded for other long-term care positions.

Challenges

- Continual updates of contact information due to ownership changes including facility names, administrators and human resource contacts created delays in connecting job seekers to participating providers;
- Lack of data submissions by participating providers regarding the recruitment and retention of CNAs created limitations for benchmarking the Program's performance; and,

- Lack of participation in employee satisfaction surveys by participating providers created limitations for understanding the impact of educational resources and webinars delivered through the program which focused on recruitment and retention. FHCDEF recognizes participating providers may have existing contracts with vendors to conduct employee satisfaction surveys; therefore, participating in the Program's surveys would have resulted in duplication and additional burden on the facility.

Lessons Learned

- Frequent and targeted emails and simplification of the jobseeker process was needed to assist providers in getting candidates from the website. Initially, employers were given access to the jobseeker database; however, FHCEDF quickly realized it was more effective to sort and send potential candidates to them directly;
- Partner associations involved in the grant have limited knowledge of the potential career paths in long-term care for CNAs. Additional awareness of advancement opportunities in the long-term care industry may attract a higher number of potential candidates;
- There is value to the continued outreach to high schools and colleges/technical schools to create additional partnerships with the long-term care facilities. The connections made during this grant have brought awareness of the CNA job opportunities as well as the career paths available in long-term care; and,
- Through connections established with CareerSource FL and the American Health Care Association/National Center for Assisted Living, multiple opportunities for free, discounted, or reimbursable CNA training costs for providers were discovered. Continued dissemination of these opportunities will assist hiring efforts in the future.

APPENDIX A

The Moore Agency CaregiversFL Career Program Report



OCTOBER 2021 - SEPTEMBER 2023

CAREGIVERSFL CAREER PROGRAM CAMPAIGN REPORT

Presented by The Moore Agency



CONTENTS

- 1 **Overview**
- 2 **Campaign Results**
- 3 **Key Findings**
- 4 **Appendix**

Section 1

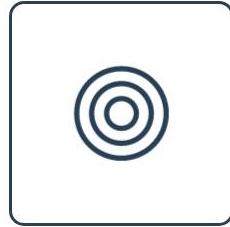
OVERVIEW

OVERVIEW

This report includes an overview of successes for The CaregiversFL Career Program, a campaign developed to increase the number of direct care staff available to work in Florida nursing homes and to recruit 3,000 certified nursing assistants (CNAs) into Florida's long-term care workforce over a two-year period.

This report includes an overview of successes from the CaregiversFL Career Program from October 2021 through September 2023.

GOALS



Business Goal

The goal for the CaregiversFL Career Program is to recruit 3,000 certified nursing assistants (CNAs) into Florida's long-term care workforce within two years.



Communications Goals

- Generate awareness of CNA program while driving leads to sign up.
- Provide tools and services that make it easy for providers to recruit interested talent.
- Drive engagement and interest in the CNA program among target audiences.

TARGET AUDIENCES

Primary target audiences for communications outreach and engagement in Florida included:

- Prospective CNAs (job seekers)
- Long-Term Care Employers
- Partners

STRATEGIC COMMUNICATIONS APPROACH

To reach and engage primary target audiences, Moore focused on a four-pronged strategy.

- 1 Paid Advertising
- 2 Direct Marketing
- 3 Owned Media
- 4 Earned Media

LEARNING AGENDA

The KPIs that ladder up to the communication objectives are governed by a learning agenda - a roadmap of what was to be learned through the CaregiversFL Career Program campaign.

- 1 What content is resonating best with the job seekers?
- 2 What are the motivations and barriers for job seekers to apply for and secure a job as a CNA?
- 3 Where are we seeing the most significant interest in the CNA field?
- 4 What tools and content are most valuable for schools and employers?
- 5 What needs do providers have that FHCA can fill?

Section 2

CAMPAIGN RESULTS

MEDIA CHANNELS

The following channels were identified as the strongest strategic media mix to achieve the campaign objectives.



Paid Social

LinkedIn, Facebook and Instagram ads targeted our audience on three of the most popular social media sites.



Google

Paid Search was implemented to capture users who were searching relevant keywords in Florida

Performance Max aimed to generate traffic and leads by utilizing Google's full marketing suite including Gmail, Youtube, Discover, Display, and more.



Earned Media

To supplement paid media tactics, earned media was implemented using op-eds penned by CNAs in the field, storytelling, partnerships and a statewide audio news release.



Owned Media

Owned media channels were used to tell our story through organic Facebook posts, email marketing, landing page development and ongoing website publishing.

OVERALL CAMPAIGN PERFORMANCE SUMMARY



33,058,332 Impressions

Via paid, owned and earned



268 Media Placements



123,587 Clicks

Via Paid and Owned Social



3,374 Emails Sent



3,767 Persons Sent to Participating Providers for CNA Positions



65 Partners and Community Influencers Reached



8,134 Form Submissions

Both Job Seekers and Get Hired Forms.
124,381 Website Visits



50 Assets Created

PAID MEDIA SCORECARD

12,188,032 Impressions

\$32.39 CPM

123,587 Clicks

\$3.19 Cost Per Click (CPC)

1.01% Click Through Rate (CTR)

6,395 Actions

“Learn More” and “Get Hired” thank you page views attributed to paid media

107,394 Web Sessions

PAID MEDIA SPECIFICS

Impressions

12,188,032

\$32.39 overall Cost per Thousand Impressions (CPM)
LinkedIn with lowest CPM of \$16.07

Clicks

123,587

\$3.19 overall Cost per Click (CPC)
Lowest CPC was Google Performance Max at \$2.34

Click Through Rate

1.01%

Paid Search highest with 5.27%
117% better than industry average of 2.42%

Conversion Actions

6,395

Facebook best overall
Cost per Lead of \$32.94

Cost per Action

\$61.74

79% reduction from start
to finish of campaign

EARNED MEDIA AND PARTNERSHIP SCORECARD

Media Hits

268

Local, regional and statewide coverage

Impressions

20,870,300

Partners

5

Local Career Directors Reached

60

EARNED MEDIA SNAPSHOT

CITRUS COUNTY  **CHRONICLE**

The Gainesville Sun

News-Press.
PART OF THE USA TODAY NETWORK

FLORIDA 
POLITICS 

Naples Daily News
PART OF THE USA TODAY NETWORK

Orlando Sentinel

 **The Ledger**

Tallahassee Democrat.
PART OF THE USA TODAY NETWORK

EARNED PARTNERSHIP SNAPSHOT



OWNED ASSET SCORECARD

50 Custom Creative Assets and 2 Original Photo and Video Shoots

Developed the campaign website, advertising creative, custom email, flyers, op-eds, LTEs, pitches, sample social media copy, videos, toolkits, and coordinated two photoshoots at long-term care centers.

WEBSITE SCORECARD

102,592

New Website Visitors

90% came from Paid Media

4,443

Job Seeker Submissions

Submission total from all channels

79% Submissions came from Paid Media

3,691

Get Hired Form Submissions

Nearly 2/3 of these originated from Get Hired As A CNA

WEBSITE SPECIFICS

Mobile Device Users

85%

Mobile did not inhibit users from submitting the Job Seeker form.

Average Engagement Time

73 SECONDS

Paid Social and Paid Search had above average engagement durations.

Spanish-Speaking Audience

8%

These audiences account for 8% of Users and 8% of Job Seeker Form Submissions.

Clicks on Get Hired

8,188

80% of users that clicked into the First Name field ended up submitting a form.

Employer Pageviews

4,124

Users spent an average of 1 minute and 21 seconds on the Employers page.

CNA PLACEMENT SCORECARD

3,767 Persons Sent to Participating Providers for CNA positions

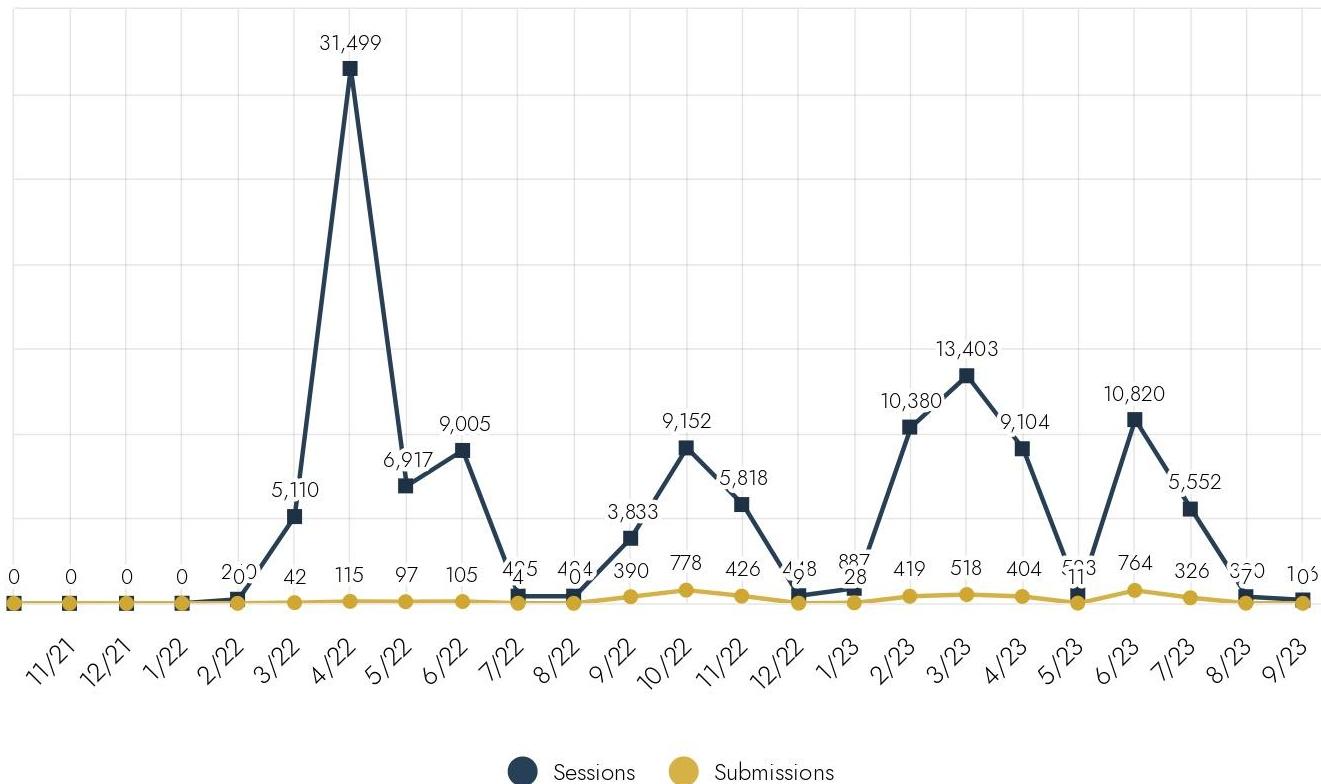
2955 CNA jobseekers sent to Participating Providers

812 persons interested in becoming a CNA sent to Participating Providers

The correlations between Sessions and Submissions is clear. During Phase 1, we launched a lot of inventory and knew the best next steps.

Traffic in subsequent phases is much lower, but Form Submissions increase with each wave.

Website Visits Trend

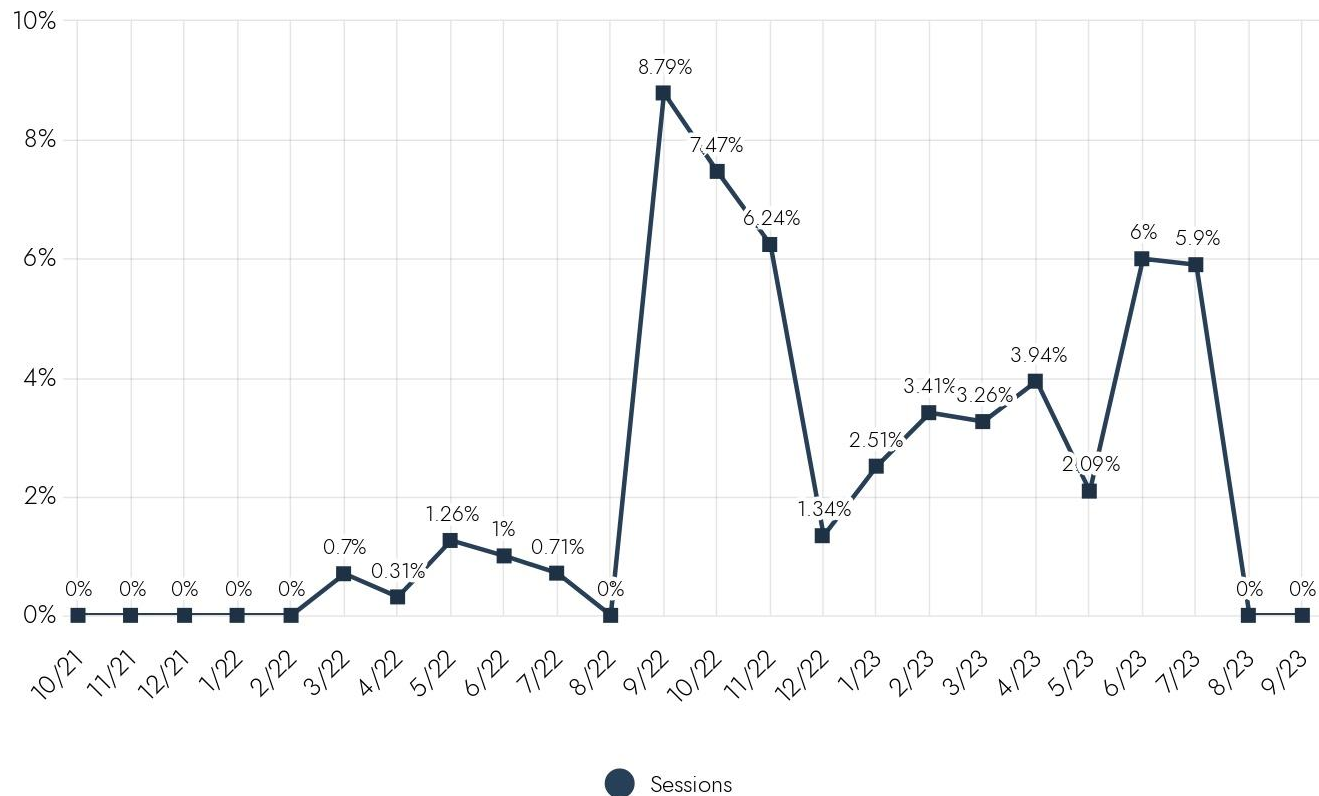


The phased approach yielded extremely high conversion rates following the first phase of the campaign.

Early conversions rates were under 1% as the campaign was driving high amounts of traffic in a learning phase.

Following the learning phase, we were able to find better quality audiences that were more likely to convert.

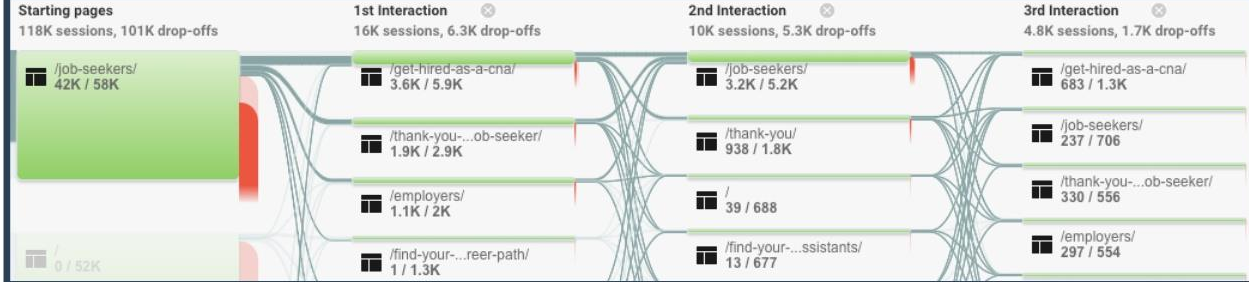
Website Job Seekers Conversion Rate



ALL USERS

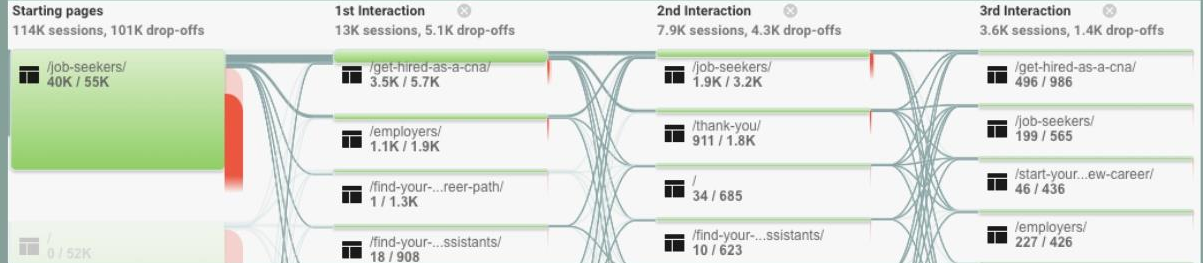
THE VAST MAJORITY OF USERS THAT LANDED ON THE JOB SEEKERS PAGE NAVIGATED TO "GET HIRED AS A CNA" BEFORE RETURNING TO THE JOB SEEKERS PAGE.

THE SECOND MOST POPULAR PATH WAS TO IMMEDIATELY SUBMIT THE FORM.



NON-CONVERTERS

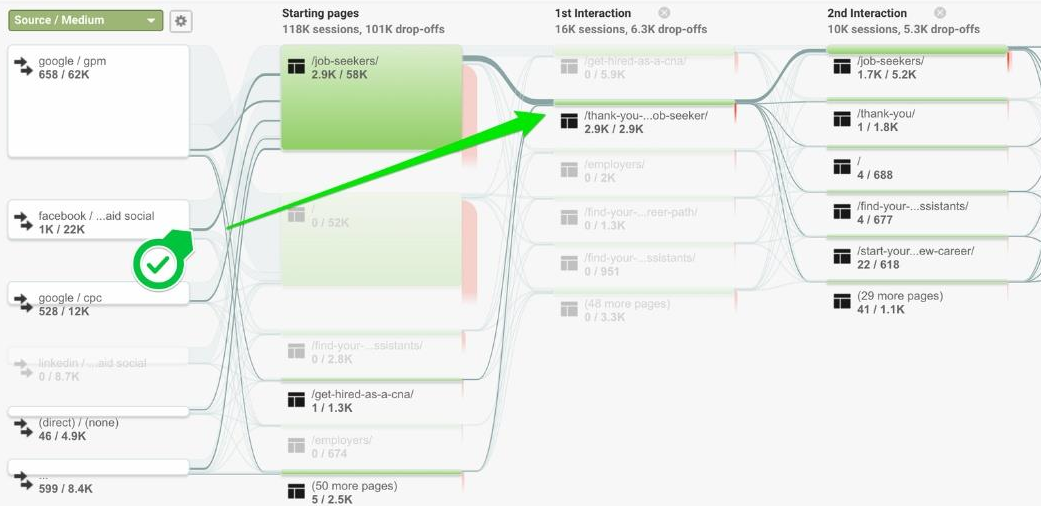
FOR USERS THAT NEVER SUBMITTED THE FORM, THEY WOULD NAVIGATE TO THE "GET HIRED AS A CNA" PAGE OR THE "EMPLOYERS" PAGE, AND THEN EXIT.



PAID MEDIA CONVERSION NAVIGATION

MOST SUBMISSIONS CAME THROUGH FACEBOOK PAID SOCIAL. GOOGLE PROVIDED THE VAST MAJORITY OF TRAFFIC, BUT MANY OF THESE WERE TO THE HOME PAGE OR LEFT THE JOB SEEKERS PAGE WITHOUT SUBMITTING A FORM.

SINCE MOST USERS NAVIGATE TO "GET HIRED AS A CNA", CONSIDER STREAMLINING THE LANGUAGE MOVING FORWARD ON THE PAGE TO PROVIDE THAT INFORMATION WITHOUT NAVIGATING THE USER AWAY FROM "JOB SEEKERS".



PAID MEDIA TOUCH POINTS

Around 20% of conversions of conversions happened after multiple touch points. The most common scenario was Facebook Paid Social followed by a Direct return to the site.

Other Users required multiple clicks on ads before converting. Regardless of how the interaction type attributes form submissions, nearly all of them were initiated by Paid Media.

Path Length in Interactions ?	Conversions ?
1	2,970
2	418
3	130
4	43
5	28
6	15
7	6
8	4
9	2
10	3
12+	3

Source/Medium Path ?	Conversions ?
1. facebook / paid social → (direct) / (none)	100 (15.34%)
2. youtube.com / referral → (direct) / (none)	59 (9.05%)
3. facebook / paid social × 2	46 (7.06%)
4. google / gpm → (direct) / (none)	42 (6.44%)
5. facebook / paid social → (direct) / (none) × 2	36 (5.52%)
6. google / gpm × 2	32 (4.91%)
7. google / cpc → (direct) / (none)	31 (4.75%)
8. google / cpc × 2	21 (3.22%)
9. (direct) / (none) × 2	19 (2.91%)
10. facebook / paid social × 2 → (direct) / (none)	14 (2.15%)

Section 3

KEY FINDINGS

KEY FINDINGS

The following are findings acquired over the course of the campaign.

- 1 **Women** are highly more likely to convert
 - Women account for 62% of website Sessions and 70% of Job Seeker Submissions.
 - Google products drew a highly engaged younger audience aged 25-34, while Facebook received the most engagement from the 45-54 age group.
 - 3 out of the 4 top performing ads featured men as the caregiver, but most conversions were completed by women.
- 2 Ads containing **Youth** had a slightly higher Conversion Rate (2.58%) compared to ones containing Adults (2.21%)
- 3 **Spanish-language** had the highest conversion rate at 4.55% despite only 8% of users setting their preferred language to Spanish.
 - The popularity and impact of bilingual ads is evident in the data.
- 4 **Streamlining** the Job Seekers flow could be achieved by providing the most popular content without steering users away from the page.
- 5 Our **phased paid media approach** yielded high returns. This allowed for learning, testing, and iterating content and placements to drive high-value visits.
 - We recommend continued phasing on any future campaigns for this effort.

APPENDIX

MEDIA CHANNEL SPECIFICS

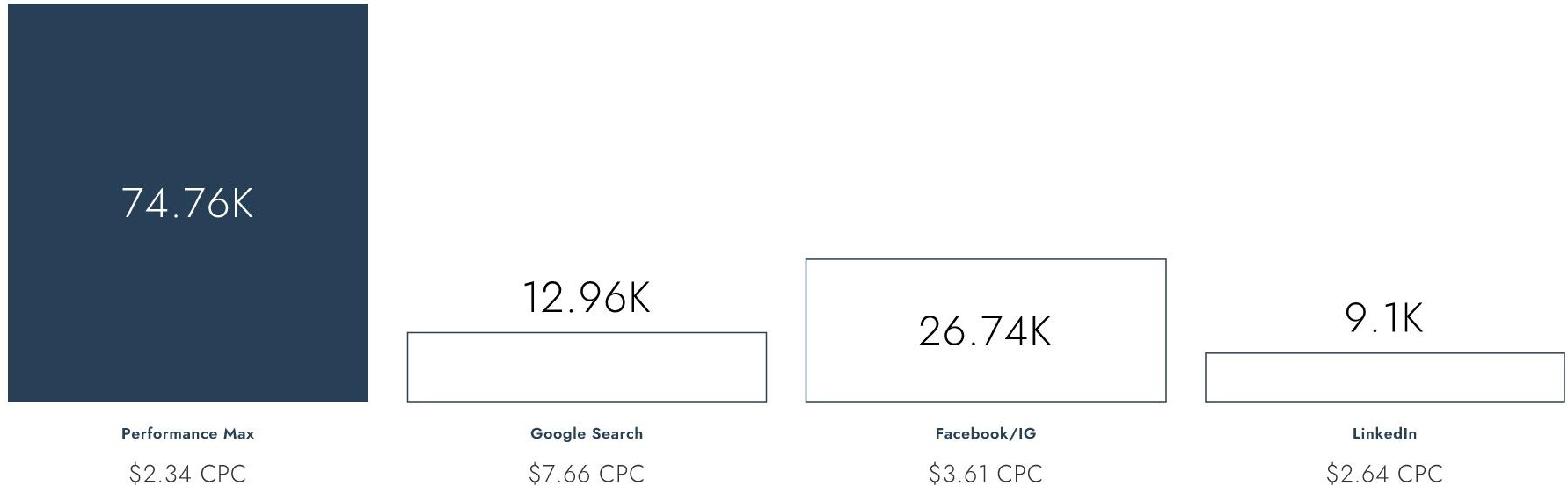
Impressions by Channel



Total Impressions: 12,188,032
Cost Per 1k Impressions: \$32.39

MEDIA CHANNEL SPECIFICS

Clicks by Channel



Performance Max

\$2.34 CPC

Google Search

\$7.66 CPC

Facebook/IG

\$3.61 CPC


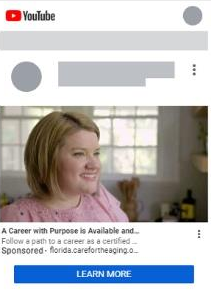
LinkedIn

\$2.64 CPC

Total Clicks: 123,587

Cost Per Click: \$3.19

CREATIVE PERFORMANCE

Top Image Combination	Top Text Only Ad	Top Video
 <p>GET HIRED AS A CNA</p> <p>The Most Rewarding Job</p> <p>Land a career as a certified nursing assistant right out of high school.</p> <p>Learn more</p>	<p>Ad · florida.carefortheaging.org/ ⓘ</p> <p>Get Hired as a CNA in Florida Florida - Care for the Aging</p> <p>Explore this stable career with guaranteed, flexible hours, and start making a difference.</p>	 <p>YouTube</p> <p>A Career with Purpose is Available and... Follow a path to a career as a certified... Sponsored - florida.carefortheaging.a...</p> <p>LEARN MORE</p>

Google Performance Max

- Top performing creatives overall

CREATIVE PERFORMANCE

Florida Health Care Association
Sponsored · 🌐

Interested in healthcare? Land a steady, stable career as a certified nursing assistant with guaranteed hours right out of high school.

**GET HIRED
AS A CNA**

CaregiversFL
Career Program

Sponsored by Florida Health Care Education And Development Foundation, Inc., and the State of Florida, Agency for Health Care Administration.

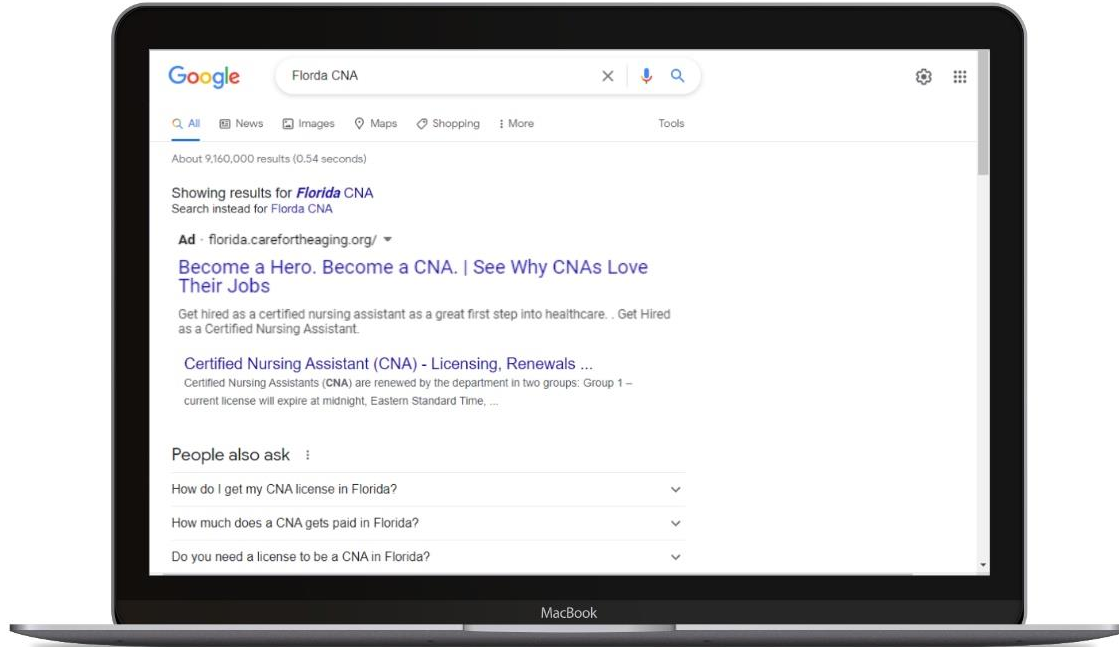
FLORIDA.CAREFORTHEAGING.ORG
A Career That Matters
Find your path to becoming a CNA.

[Learn more](#)

Facebook

- Top performing creative, responsible for 34% of all FB conversions

CREATIVE PERFORMANCE



Top Keywords

- cna classes
- personal care assistant
- cna training near me
- cna
- pca jobs/cna jobs

CUSTOM ASSETS

Email, Website and FAQs

CaregiversFL Career Program

Approved by the Florida Board of Nursing, 2018

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THANK YOU

Thank you for your interest in the CaregiversFL Career Program.

When you work in a long-term care or skilled nursing center, you become a hero for residents and their family members.

We are truly excited to join you as you begin your journey into one of the most rapidly growing, self-fulfilling and impactful health care careers.

RESOURCES

As a certified nursing assistant (CNA), you make unforgettable memories and connections with your residents.

Check out our resources to learn how you can start your nursing career!

- Fill out your [Job Seeker Profile](#), and your information will be shared with individuals hiring CNAs in your area.
- Complete a 120-hour course through any of these [verified State-Accepted Training Programs](#), or through [CNAOnline.com](#).
- Meanwhile, you can work as a [Personal Care Assistant \(PCA\)](#) and learn while you earn a paycheck. Visit the [FHCA Long Term Care Career Center](#) to see other health care job openings at nursing care centers near you.
- Check out our [links](#) to access contact information for individuals hiring in your area. Ask about the opportunities available for those entering the PCA and CNA profession.

Still have questions? [Visit our FAQs](#) or contact our team at fcg@flca.org.

[View this email in your browser](#)

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You can [update your preferences](#) or [unsubscribe from this list](#).

CaregiversFL Career Program

THE MOST REWARDING JOB!

[FIND YOUR PATH](#) [ALREADY CERTIFIED?](#)

ACROSS FLORIDA, EMPLOYERS ARE HIRING CERTIFIED NURSING ASSISTANTS

FREQUENTLY ASKED QUESTIONS

Click on a question to see the answer.

CaregiversFL Career Program?	Am I required to attend a certified nursing assistant (CNA) training program or may I simply challenge the exam?	Am I required to have a background check?
Certified nursing assistant (CNA)?	What exams are required to become a certified nursing assistant (CNA) in the state of Florida?	Is a background check required when entering a certified nursing assistant (CNA) training program/school?
Personal care assistant (PCA)?	How long are my exam scores valid?	How will the candidate know if they are not clear to be certified?
Complete a Job Seeker Profile?	Does Florida require out-of-state certified nursing assistants (CNAs) applying for Endorsement to complete any exams?	If I go through the Nurse Aide Training and there's something in my background, will I still be allowed to work the four (4) month grade?
Find open jobs in my area?	Can a certified nursing assistant (CNA) work in Florida using a certification from another state?	Can I still sit for the exam even though there's something in my background?
Locations where I may begin my employment as a nursing assistant to obtain certification?	What happens if I do not renew my certified nursing assistant (CNA) certificate by the expiration date?	
Costs associated with obtaining my certification reimbursable?		

CUSTOM ASSETS

Photoshoot and Survey Toolkit



YOU ARE INVITED TO HELP US CREATE A BETTER PLACE FOR YOU TO WORK!

As a benefit of participating in the CaregiversFL Career Program, our care center is eligible for a free employee satisfaction survey to gain insight on ways to improve and enhance how we make you feel valued, challenged and supported in your role. We value your feedback and hope you will consider participating!

HERE'S WHAT YOU NEED TO KNOW:

- The survey process will begin February 18, 2022
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Your opinion matters to us!

CaregiversFL
Career Program

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CaregiversFL
Career Program

11-35

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CUSTOM ASSETS

Digital Ads and Partner Ads



THE MOST
REWARDING JOB.

As a certified nursing assistant, you make unforgettable memories and connections with your residents, becoming their home away from home. This work is personal, valued and incredibly important. Being a CNA allows you to make a difference in someone's life every single day.

Become a here for residents and their loved ones.
Become a CNA today.

CaregiversFL
Career Program

To learn more about becoming a CNA in a skilled nursing facility, visit Florida.CarefortheAging.org

The CaregiversFL Career Program is sponsored by the Florida Health Care Education and Development Foundation, Inc. and the State of Florida, Agency for Health Care Administration.

CUSTOM ASSETS

Case Manager and Job Seeker One-pagers



CaregiversFL
Career Program

DO YOU HAVE JOB SEEKERS CONSIDERING A CAREER IN HEALTH CARE?

The CaregiversFL Career Program gives your job seekers resources to launch their career.

Across Florida, skilled nursing facilities are actively recruiting and hiring certified nursing assistants (CNA) with the support of the grant-funded CaregiversFL Career Program. The CaregiversFL Career Program connects individuals considering a career in long-term care and aims to recruit 3,000 CNAs in two years.

THE CAREGIVERSFL CAREER PROGRAM CAN HELP YOU:

- Broaden your job seekers' understanding of the long term care profession
- Help them access immediate job openings in a growing field
- Get their profile viewed by hundreds of long term care facilities looking to hire
- Build and strengthen connections with long term care providers in your area

FREE JOB SEEKER PROFILE

Help job seekers gain access to CNA career path opportunities, make direct connections with participating long-term care providers, and view immediate job openings in skilled nursing facilities across the state.

Direct them to fill out an official Job Seeker Profile at florida.carefortheaging.org/job-seekers/.

Learn more about how our program can help your job seekers launch their career. Contact flcfc@g3hc.com.

CaregiversFL Career Program is sponsored by the Florida Health Care Education and Development Foundation, Inc., and the State of Florida, Agency for Health Care Administration.



CaregiversFL
Career Program

GET HIRED AS A CERTIFIED NURSING ASSISTANT

Being a CNA takes compassion and understanding. Those talents are exactly what make this career so rewarding and meaningful. All you need to launch your career in healthcare is a high school diploma and a good attitude. Become a CNA and find your purpose.

WHY BECOME A CNA:

- A steady, stable career with guaranteed hours
- Flexibility to work more hours, fewer hours, or odd hours
- The potential to move locations while retaining benefits and financial incentives
- Entry-level exposure to nursing and an in-demand profession with unlimited potential

FIND YOUR PATH

It's easier than you think to launch your career to become a CNA.

THE FAST PATH



THE TRADITIONAL PATH



CREATE YOUR FREE JOB SEEKER PROFILE

Fill out your official Job Seeker Profile to gain access to CNA career path opportunities, make direct connections with participating long-term care providers, and view immediate job openings in skilled nursing facilities across the state.

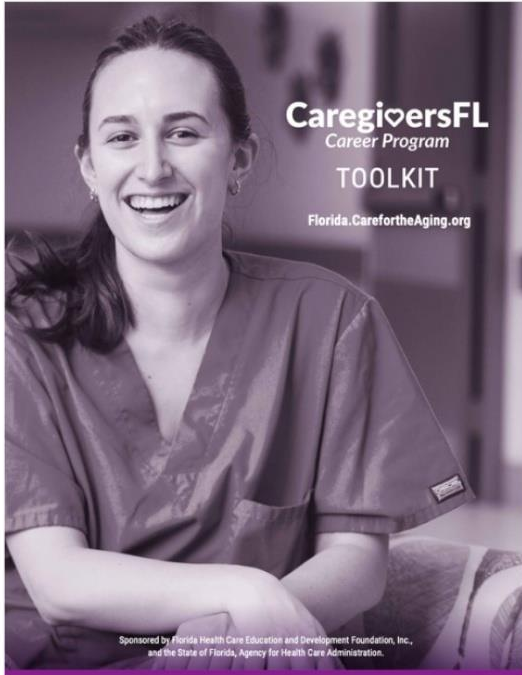
Visit florida.carefortheaging.org/job-seekers/.

Learn more about how our program can help you launch your career. Contact flcfc@g3hc.com. 11-37

CaregiversFL Career Program is sponsored by the Florida Health Care Education and Development Foundation, Inc., and the State of Florida, Agency for Health Care Administration.

CUSTOM ASSETS

Partner Toolkit



CUSTOM ASSETS

Brand Video and Top 100 Ad



The long-term care profession – like many sectors of Florida’s health care system – is facing a chronic workforce shortage that has only been exacerbated by the COVID-19 pandemic.

The CaregiversFL Career Program aims to recruit 3,000 CNAs over two years, allowing participating providers free access to:

- A program that bolsters recruitment for open positions, as well as enhances workforce strategies.
- Job seeker profiles available through the Provider Member Portal.
- Feedback from employees via an annual satisfaction survey, which includes an analysis of the survey findings.
- Free customizable promotional materials that facilities can use for marketing the benefits of working in long-term care.
- Complimentary educational webinars on workforce-related topics.



The opportunity is ripe to reach and recruit individuals into careers in long-term care. Learn how to get involved by contacting us at flcfc@q3hc.com.

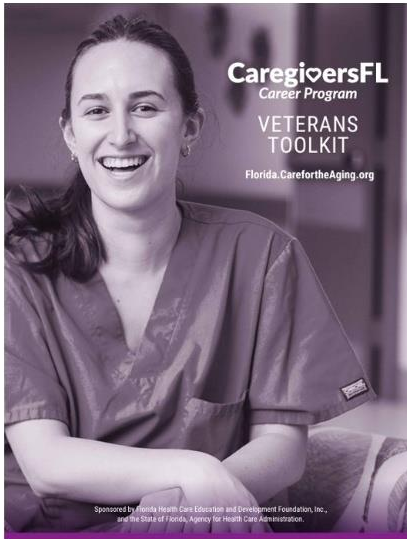
CaregiversFL
Career Program

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CUSTOM ASSETS

Veterans Toolkit, Training Flyer, Hiring Flyer, and One-pager

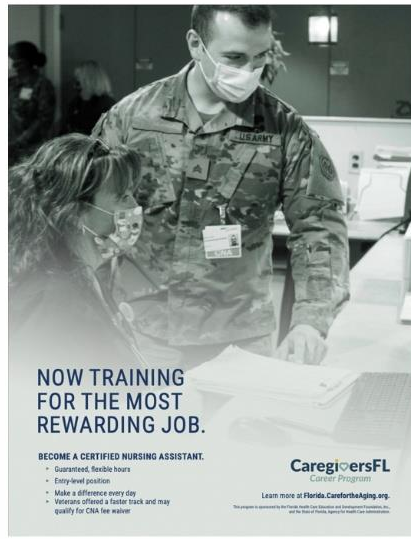


CaregiversFL
Career Program

**VETERANS
TOOLKIT**

Florida.CarefortheAging.org

Sponsored by Florida Health Care Education and Development Foundation, Inc., and the State of Florida, Agency for Health Care Administration.



**NOW TRAINING
FOR THE MOST
REWARDING JOB.**

BECOME A CERTIFIED NURSING ASSISTANT.

- Guaranteed, flexible hours
- Employed position
- Make a difference every day
- Veterans offered a faster track and may qualify for CNA fee waiver

CaregiversFL
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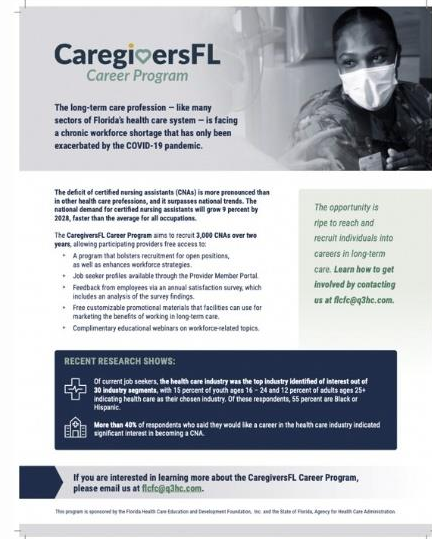
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CaregiversFL
Career Program

The long-term care profession — like many sectors of Florida's health care system — is facing a chronic workforce shortage that has only been exacerbated by the COVID-19 pandemic.

The deficit of certified nursing assistants (CNAs) is more pronounced than in other health care professions, and it surpasses national trends. The national demand for certified nursing assistants will grow 8 percent by 2029, faster than the average for all occupations.

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The opportunity is ripe to reach and recruit individuals into careers in long-term care. Learn how to get involved by contacting us at flcfc@g3hc.com.

RECENT RESEARCH SHOWS:

- Of current job seekers, the health care industry was the top industry identified of interest out of 30 industry segments, with 18 percent of youth ages 18 - 24 and 12 percent of adults ages 25+ indicating health care as their chosen industry. Of those respondents, 55 percent are Black or Hispanic.
- More than 40% of respondents who said they would like a career in the health care industry indicated significant interest in becoming a CNA.

If you are interested in learning more about the CaregiversFL Career Program, please email us at flcfc@g3hc.com.

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CUSTOM ASSETS

Employee Satisfaction Survey Update



CaregiversFL
Career Program

**CAREER PROGRAM
EMPLOYEE
SATISFACTION
SURVEY**



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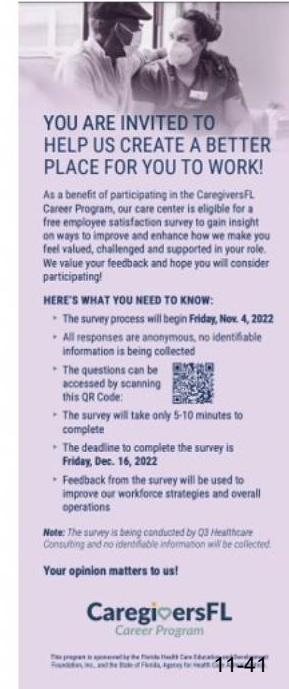
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CUSTOM ASSETS

Photoshoot and LINE Fund One-pager



Get the Most Out of the LINE Fund Program With FHCA

THE LINE FUND ADDRESSES FLORIDA'S NURSING SHORTAGE

The Linking Industry to Nursing Education (LINE) Fund was created in 2022 by Governor DeSantis and the Florida Legislature to spark collaboration between nursing education programs and health care partners. Funds in the program can be used to:

- Award Scholarships to Students
- Recruit Additional Faculty
- Purchase Equipment
- Support Simulation Centers

DON'T FORGET THE APPLICATION

As you fill out the 2023 LINE Fund application, you must identify prospective health care partners for your college. The Florida Health Care Association encourages you to consider one of their skilled nursing facilities as a health care partner. These centers are located around the state, and they offer comprehensive, hands-on training to students pursuing careers in health care. Find a center near you here: ourseiniorca.org/care-finder/.



The Florida Health Care Association and the LINE Fund Program are aligned in efforts to address Florida's nursing shortage. By partnering with a FHCA facility, your college can support your nursing students with access to a robust job placement program and have the potential to earn matching dollars through Florida's LINE Fund. To learn more about Florida's LINE Fund program, visit bit.ly/LineFund.

For more information about Florida's skilled nursing facilities, please email Kristen Knapp at knapp@fhca.org.

CaregiversFL
Career Program

CUSTOM ASSETS

HOSA Advertising

"I was the first person in my family to pursue a career in the nursing field. I wasn't sure where to start, but resources available today make it easier than ever to start a career as a CNA."

- KINDALE DORSETT
CNA AT AYERS HEALTH AND REHAB IN GAINESVILLE

PURSUE A CAREER IN LONG TERM CARE

Make a difference in the lives of others and pursue a career with a purpose.

THE CAREGIVERSFL CAREER PROGRAM CAN HELP YOU:

- ▶ Broaden your understanding of the long term care profession
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CUSTOM ASSETS

Testimonial Flyers



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PURSUING A CAREER IN LONG TERM CARE

It's easier than you think to become a certified nursing assistant. Follow the fast path or the traditional path to a career with purpose.


BECOME A CERTIFIED NURSING ASSISTANT.

- Expand career opportunities
- Make a difference
- Enrich lives of others and yourself
- Receive on-the-job training and earn while you learn

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"I have fallen in love with being a CNA because it allows me to care for others who depend on me. No other profession provides the opportunity to build such strong relationships while gaining priceless wisdom and perspective from real people."

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- JESSICA RIVERA
STAFFING COORDINATOR AT THE NURSING AND REHABILITATION
CENTER OF NEW PORT RICHEY IN NEW PORT RICHEY, FLORIDA

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11-44

CUSTOM ASSETS


Social Media Promotion

Florida Health Care Association
May 21 at 2:08 PM · US

We are grateful for Deanne Demps' 22 years of passion and dedication to working as a CNA in Florida.

While serving as a CNA at MosaicLife Rehab, Deanne was able to care for her mother and sister when they needed it most. She is grateful for the training that enabled her to provide the best quality care for her loved ones and recommends the same training to everyone.

Read more about her story at <https://bit.ly/3h1j0r0>. You can visit the Caregivers' Career Program (<https://bit.ly/3a6d0r0>) to find CNA job openings near you and discover how you can train for this rewarding career.



Boost this post to reach up to 583 more people daily if you spend \$14.

Boost post


2 comments

Florida Health Care Association
May 19 at 9:30 AM · US

Yvonne Wilson, CNA at Del Luna Health and Rehabilitation Center, has worked as a CNA for 29 years and has loved every part of it. Her daughter even pursued a career as a CNA because of how much Yvonne advocated for the profession.

While those 29 years have come with many challenges, whether grieving through a loved one passing or raising two children, Yvonne always shows up to work and gives her all.

We are grateful for CNAs like Yvonne who continue to provide excellent care to residents in Florida's long-term care centers. Read more of her story at <https://bit.ly/3Rkxvki> and learn how the Caregivers' Career Program can help you start your career as a CNA. You can find a job opening near you today.



Boost this post to reach up to 583 more people daily if you spend \$14.

Boost post

4 comments 47 shares

Florida Health Care Association
2,246 followers
49 · US

The looming health care worker shortage threatens to strain health care centers in the future.

...see more



Why certified nursing assistants are so valuable

tallahassee.com · 3 min read


17

1 repost

Florida Health Care Association
44 · US

The looming health care worker shortage threatens to strain health care centers in the future.

Learn how FHCA is working to prevent the long-term impacts of this shortage by recognizing CNAs and encouraging more Floridians to consider a career in health care here: <https://bit.ly/3P10V1L>.



TALLAHASSEE.COM

Why certified nursing assistants are so valuable

CNAs are the unsung heroes in our profession, working tirelessly on the front lines to provi...

Boost this post to reach up to 547 more people daily if you spend \$14.

Advertise

1 share

CUSTOM ASSETS

Updated Testimonial Flyers



"I was the first person in my family to pursue a career in the nursing field. I wasn't sure where to start, but resources available today make it easier than ever to start a career as a CNA."

- KINDALE DORSETT
CNA AT AVERS HEALTH AND REHAB
IN GAINESVILLE

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Florida Health Care Association

Powered by the Florida Health Care Association



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Florida Health Care Association

Powered by the Florida Health Care Association

Page 11-46

THANK YOU

APPENDIX B

Participating Provider List

APPENDIX B: Participating Provider List

Magnolia Ridge Health And Rehabilitation Center
Parklands Care Center
Plaza Health And Rehab
Palm Garden Of Gainesville
Terrace Health & Rehabilitation Center
Oak Hammock At The University Of Florida Inc
Park Meadows Health And Rehabilitation Center
Macclenny Nursing And Rehab Center
Emerald Shores Health And Rehabilitation
Clifford Chester Sims State Veterans Nursing Home
St Andrews Bay Skilled Nursing And Rehabilitation Center
Community Health And Rehabilitation Center
Bedrock Rehabilitation And Nursing At Melbourne
Atlantic Shores Nursing And Rehab Center
Life Care Center Of Melbourne
Viera Health And Rehabilitation Center
Avante At Melbourne Inc
Melbourne Terrace Rehabilitation Center
The Parks Healthcare And Rehabilitation
Solaris Healthcare Merritt Island *Nonmember*
Anchor Care & Rehabilitation Center
Palm Bay Memory Care
Life Care Center Of Palm Bay
Orchid Cove At Rockledge
Rockledge Health And Rehabilitation Center
Titusville Rehabilitation And Nursing Center
Vista Manor
Royal Oaks Nursing And Rehab Center
Viera Del Mar Health And Rehabilitation Center
Indian River Center
Dania Pointe Care Center
Manor Oaks Nursing & Rehabilitation Center
Golfcrest Healthcare Center

Tallahassee Living Center
Miracle Hill Nursing And Rehabilitation
Williston Care Center
Greenville Care Center
Heritage Park Nursing Center
Casa Mora Rehabilitation And Extended Care
Greenbriar Rehabilitation And Nursing Center
Braden River Rehabilitation Center Llc
Bradenton Health Care
Inn At Freedom Village, The
Freedom Village Of Bradenton
Riviera Palms Rehabilitation Center
Life Care Center Of Sarasota
The Lodge Health And Rehabilitation Center
Ocala Oaks Rehabilitation Center
Life Care Center Of Ocala
Palm Garden Of Ocala
Paddock Ridge Of Ocala *Nonmember*
Raydiant Healthcare Of Brandon
Palm City Nursing And Rehab Center
Vi At Aventura
Susanna Wesley Health Center
Waterford Nursing and Rehabilitation Center
Brookwood Gardens Rehabilitation and Nursing Center
The Sands At South Beach Care Center
Coral Reef Subacute Care Center Llc
Gardens Care Center
Palmetto Subacute Care Center
University Health And Rehabilitation Center
Unity Health And Rehabilitation Center
Jackson Gardens Health & Rehab Center
Ponce Health & Rehab Center
Shoreside Health & Rehab Center

Majestic Memory Care
Life Care Center Of Inverrary
The Lenox At The Lake
Margate Health And Rehabilitation Center
Alexander "Sandy" Nininger State Veterans Nursing Home
Deerfield Beach Health And Rehabilitation Center
Pompano Health And Rehabilitation Center
Regents Park Of Sunrise
Manor Pines Convalescent Center, Llc
Blountstown Health And Rehabilitation Center
River Valley Rehabilitation Center
Port Charlotte Center for Nursing and Rehabilitation
Charlotte Bay Rehabilitation and Care Center
Port Charlotte Rehabilitation Center
South Port Square
Douglas Jacobson State Veterans Nursing Home
Life Care Center Of Punta Gorda
Cypress Cove Care Center
Grove Health And Rehabilitation Center, The
Arbor Trail Rehab And Skilled Nursing Center
Avante At St. Cloud, Inc.
Avante At Inverness Inc
Citrus Health And Rehabilitation Center
Brentwood Retirement Community
Health Center At Brentwood
Life Care Center Of Citrus County
Pruitthealth - Fleming Island
Middleburg Rehab and Nursing Center
Orange Park Rehab and Nursing Center
Life Care Center Of Orange Park
Raydiant Healthcare Of Orange Park
Life Care Center At Wells Crossing
Adviniacare Of Naples
Palms Of Lake City Health And Rehab

Miami Springs Nursing And Rehabilitation Center
Treasure Isle Care Center
Biscayne Health & Rehab Center
Palm Garden Of Aventura
Aventura Rehab & Nursing Center
Palm Vista Nursing And Rehabilitation Center
Fernandina Beach Rehab & Nursing Center
Life Care Center Of Hilliard
Crestview Rehabilitation Center, Llc
Silvercrest Health And Rehabilitation Center
Shoal Creek Rehabilitation Center
Colonial Lakes Health Care
Emerald Coast Center
Fort Walton Rehabilitation Center, Llc
Apopka Health And Rehabilitation Center
Adventhealth Care Center Apopka South
Adventhealth Care Center Apopka North
Bedrock Rehabilitation And Nursing At Winter Park
Savannah Cove
Bedrock of Orlando South
Delaney Park Health And Rehabilitation Center
Conway Lakes Health & Rehabilitation Center
Commons At Orlando Lutheran Towers
Palm Garden Of Orlando
Grand Palms Assisted Living And Memory Care
Hunters Creek Nursing And Rehab Center
Rosewood Health And Rehabilitation Center
Life Care Center Of Orlando
Rio Pinar Health Care
Adventhealth Care Center Orlando North
Avante At Orlando Inc.
Metro West Nursing And Rehab Center
Orlando Health And Rehabilitation Center
Alwyn C Cashe State Veterans Nursing Home

Bedrock Rehabilitation And Nursing At Lake City
Baya Pointe Nursing And Rehab Center
Jacksonville Rehab and Nursing Center
First Coast Health And Rehabilitation Center
Regents Park Of Jacksonville
Fouraker Hills Rehab & Nursing Center
Life Care Center Of Jacksonville
Riverwood Center
Jacksonville Nursing And Rehab Center
Saints Care Center
Palm Garden Of Jacksonville
San Jose Health And Rehab
Lanier Rehabilitation Center
Cypress Village *Nonmember*
Fountains Rehabilitation At Mill Cove
Dolphin Pointe Health Care Center
Harts Harbor Health Care Center
Avante Villa At Jacksonville Beach Inc
Pensacola Nursing & Rehab Center
De Luna Health And Rehabilitation Center
Olive Branch Health And Rehabilitation Center
Haven Of Our Lady Of Peace
Life Care Center Of Pensacola
Rosewood Healthcare And Rehabilitation Center
Arcadia Health & Rehabilitation Center
Bayside Health And Rehabilitation Center
Specialty Health And Rehabilitation Center
University Hills Health And Rehabilitation
Flagler Health & Rehabilitation Center
St James Health And Rehabilitation Center
Ayers Health & Rehabilitation Center
Gulf Shores Care Center
Brooksville Healthcare Center
Heron Pointe Health And Rehabilitation Center

Adventhealth Care Center Orlando East
Courtyards Of Orlando Care Center
West Delray Beach Skilled Nursing & Rehabilitation
Winter Garden Rehab & Nursing Center
Health Central Park
Regents Park Of Winter Park
The Gardens At Depugh Nursing
Parkview Rehabilitation Center At Winter Park
Adventhealth Care Center Celebration
Kissimmee Nursing & Rehab Center
Boca Raton Rehabilitation Center
The Legacy At Boca Raton Rehabilitation And Nursing Center
Heartland Health Care & Rehabilitation Center of Boca Raton
Avante At Boca Raton, Inc.
Encore At Boca Raton Rehabilitation And Nursing Center, Llc, The
Boynton Beach Rehabilitation Center
Boulevard Rehabilitation Center
Pace Delray *Nonmember*
Pace Greenacres *Nonmember*
Jupiter Rehabilitation And Healthcare Center
Luxe Rehabilitation Center At Jupiter
Crossings Care Center
Medicana Nursing And Rehab Center
Avante At Lake Worth, Inc.
Signature Healthcare Of Palm Beach
Vi At Lakeside Village
Prosper Health & Rehabilitation Center
The Gardens Court
Avante At Ocala, Inc.
Darcy Hall Of Life Care
Rehabilitation Center Of The Palm Beaches, The
Lakeside Health Center
Palm Garden Of West Palm Beach
Manorcare Of West Palm Beach

Spring Hill Health And Rehab Center
Evergreen Woods
Oaks At Avon
Luxe Rehabilitation Center At Wellington
Luxe Rehabilitation Center At Lutz
Community Convalescent Center
The Crossings At Riverview
Palm Garden Of Sun City
Sun Terrace Health Care Center
Carrollwood Care Center
Rehabilitation And Healthcare Center Of Tampa
Whispering Oaks
Fairway Oaks Center
Bayshore Pointe Nursing And Rehab Center
Habana Healthcare Center
Fletcher Health And Rehabilitation Center
Palm Garden Of Tampa
Northdale Rehabilitation Center
Bonifay Nursing And Rehab Center
Sea Breeze Rehab & Nursing Center
Palm Garden Of Vero Beach
Florida Baptist Nursing Home
Marianna Health & Rehabilitation Center
Graceville Health Center
Courtyard Healthcare Center
Chipola Health And Rehabilitation Center
Monticello Care Center
Clermont Health And Rehabilitation Center
The Lakes Of Clermont Health And Rehabilitation Center
Ruleme Center
Bayview Center
Bedrock Rehabilitation And Nursing At Lake Eustis
Lady Lake Specialty Care Center
Heartland Of Boca Raton

Morselife Health Center
The Tradition Of The Palm Beaches
Royal Oak Nursing Center
Bear Creek Nursing Center
Windsor Woods Rehab And Healthcare Center
Bayonet Point Living Center
Baldomero Lopez Memorial Veterans Nursing Home
Heather Hill Nursing Home
Nursing and Rehab Center of New Port Richey
Life Care Center Of New Port Richey
Southern Pines Healthcare Center
Adventhealth Care Center Zephyrhills South
Adventhealth Care Center Zephyrhills North
Clearwater Center
Highland Pines Rehabilitation Center
Regency Oaks
Belleair Health Care Center
East Bay Rehabilitation Center
Kensington Gardens Rehab & Nursing Center
Palm Garden Of Clearwater
Dunedin Care Center
Lakeside Oaks Care Center
Manorcare Of Dunedin
Boca Ciega Center
Bardmoor Oaks Health And Rehab Center
Oak Manor Senior Living Community
Palm Garden Of Largo
Palm Garden Of Pinellas
Tierra Pines Center
Oakpark Health & Rehabilitation Center
Countryside Rehab And Healthcare Center
Safety Harbor
Golfview Healthcare Center
Abbey Rehabilitation And Nursing Center

Avante At Leesburg, Inc
Lake Port Square Health Center
North Campus Rehabilitation And Nursing Center
South Campus Care Center
Adventhealth Care Center Waterman
Rehab & Healthcare Center Of Cape Coral
Life Care Center Of Estero
Cedarbrook Health & Rehabilitation Center
Ambassador Healthcare at College Park
Winkler Court
Manorcare Of Ft. Myers
Raydiant Healthcare Of North Fort Myers
Centre Pointe Health And Rehab Center
Heritage Healthcare Center At Tallahassee
Port St. Lucie Rehabilitation And Healthcare *Nonmember*
Life Care Center Of Port St. Lucie
Ardie R. Copas State Veterans' Nursing Home
Osprey Point Nursing Center
Chatham Glen Healthcare
Buffalo Crossings Skilled Nursing
Club Health And Rehabilitation Center At The Villages (The)
Cypress Care Center
Surrey Place Care Center
Bedrock Rehabilitation And Nursing At Suwannee
Perry Oaks Health Care
Emory L Bennett Memorial Veterans Nursing Home
Seaside Health & Rehabilitation Center
Coastal Health & Rehabilitation Center
Debary Manor Health & Rehabilitation Center
Orange City Nursing And Rehab Center
Alliance Health And Rehabilitation Center
Parkside Health & Rehabilitation Center
Ridgecrest Nursing And Rehabilitation Center
Deltona Health & Rehab

Alpine Health And Rehabilitation Center
Bay Pointe Nursing Pavilion
Concordia Manor
Egret Cove Center
South Heritage Health & Rehabilitation Center
Addington Place At College Harbor
Bon Secours Maria Manor Nursing Care Center *Nonmember*
Pinellas Point Nursing And Rehab Center
Marion And Bernard L Samson Nursing Center
Dolphins View, The Health And Rehabilitation Centre At
Gulfport Rehabilitation Center
Eagle Lake Nursing And Rehab Care Center
Aventura At The Bay *Nonmember*
Peninsula Care And Rehabilitation Center
Addington Place Of East Lake
Tarpon Bayou Center
Oak Haven Rehab & Nursing Center
Bartow Center
Rohr Home, The
Davenport Care Center
Haines City Rehab & Nursing Center
Groves Center
Valencia Hills Health And Rehabilitation Center
Lakeland Hills Center
Highlands Lake Center
Wedgewood Healthcare Center
Bridgewalk On Harden
Pensacola Nursing & Rehab Center
The Manor At Carpenters
Living Center Of St. Petersburg
The Palms Nursing And Rehab At Winter Haven
Winter Haven Health And Rehabilitation Center
Life Care Center Of Winter Haven
Spring Lake Rehabilitation Center

Ormond Beach Rehab and Nursing Center
Coquina Center
Bridgeview Center
Avante At Ormond Beach, Inc
Port Orange Nursing And Rehab Center
Eden Springs Nursing Home And Rehab
Chautauqua Springs Health Center
Grand Boulevard Health And Rehabilitation Center
Washington Rehabilitation And Nursing Center
Manatee Springs Rehabilitation Center
Oak Hill Senior Living
Harbourwood Post Acute & Rehab
River City Rehab Center
Lakeside Nursing Center
Robert H. Jenkins Veterans Domicillary Home Of Florida
Breezy Hills Rehabilitation & Care Center
Charming Lakes Rehab
Azure Shores Rehab
The Manor At Blue Water
Bridgewater Park Health And Rehab
Pinellas Park Acute Care
Plantation Nursing And Rehab
Vero Beach Health & Rehabilitation
St. Amaro Post-Acute And Rehabilitation Center
Blue Heron Health And Rehab
Beach Breeze Rehabilitation And Care Center
Astoria Senior LivingB217B218:B246B220:BB200:B246
Tiffany Hall Nursing And Rehab Center

Palm Garden Of Winter Haven
Bay Breeze Senior Living And Rehabilitation Center
North Port Rehab & Nursing Center
Magnolia Health and Rehabilitation Center
Sarasota Health And Rehabilitation Center
Springs At Lake Pointe Woods
Manorcare Of Sarasota
Pines Of Sarasota
Manorcare Of North Sarasota
Hawthorne Center For Rehabilitation And Healing Of Sarasota
Heartland Of Sarasota
Breeze Care Center
Sarasota Point Rehabilitation Center
Capri Health & Rehabilitation Center
Bay Breeze Health And Rehabilitation Center
Manorcare Of Venice
Capri Health & Rehab Center
Adviniacare Of Venice
Life Care Center Of Altamonte Springs
Independence At West Altamonte
Lake Mary Health And Rehabilitation Cent
Island Lake Center
Healthcare And Rehab Of Sanford
Tuskawilla Nursing And Rehab Center
Moultrie Creek Nursing And Rehab Center
Clyde E. Lassen State Veteran'S Nursing Home
Sandgate Gardens Rehab & Nursing Center
Palm Garden Of Port St. Lucie