

# *Igniting the Next Generation:* Kentucky Hospital Association's Push to Elevate Health Care Careers



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**Kentucky  
Hospital  
Association**

*Helping Hospitals  
Serve Their Patients  
and Communities*

- ▶ **KHA Annual Workforce Survey Insights**
- ▶ **Education and Recruitment Campaign Initiatives**

# KHA Workforce Survey Highlights



- ▶ **Provides an in-depth review of the non-physician workforce in Kentucky based on members' 2024 data.**
- ▶ **91% Participation (115 hospitals)**
  - Acute care and specialty hospitals from all Area Development Districts participated in the survey.
- ▶ **Members are making progress with vacancy rates declining for all health professionals.**
  - Statewide hospital workforce vacancy rate of 8.9% compared to 12.0% the prior year (a decrease of almost 2,400 reported vacancies from 2023).

- ▶ **Hospitals reported lower vacancy rates for RNs at 11.5% compared to 16.5% in 2023.**
- ▶ **Note: A newer workforce is emerging as seasoned staff retire.**
  - RNs under the age of 30 account for over ¼ of their hospital profession (26.3%)



## Allied Health positions remain an issue for Kentucky's hospitals.

- ▶ **Respiratory Therapists = 9% Vacancy Rate**
- ▶ **Lab**
  - MLS (6%) Vacancy Rate
  - MLT (6%) Vacancy Rate
- ▶ **Imaging Technicians = 10% Vacancy Rate**
  - Cardiac Cath Technicians = 19%
  - MRI Technicians = 13%
  - CT Technicians = 12%
- ▶ **Surgical Technicians = 16% Vacancy Rate**
- ▶ **Pharmacy Technicians (certified and non-certified) = 6%**
- ▶ **Mental Health Technicians = 11%**

# **How survey findings guide KHA's strategic priorities**

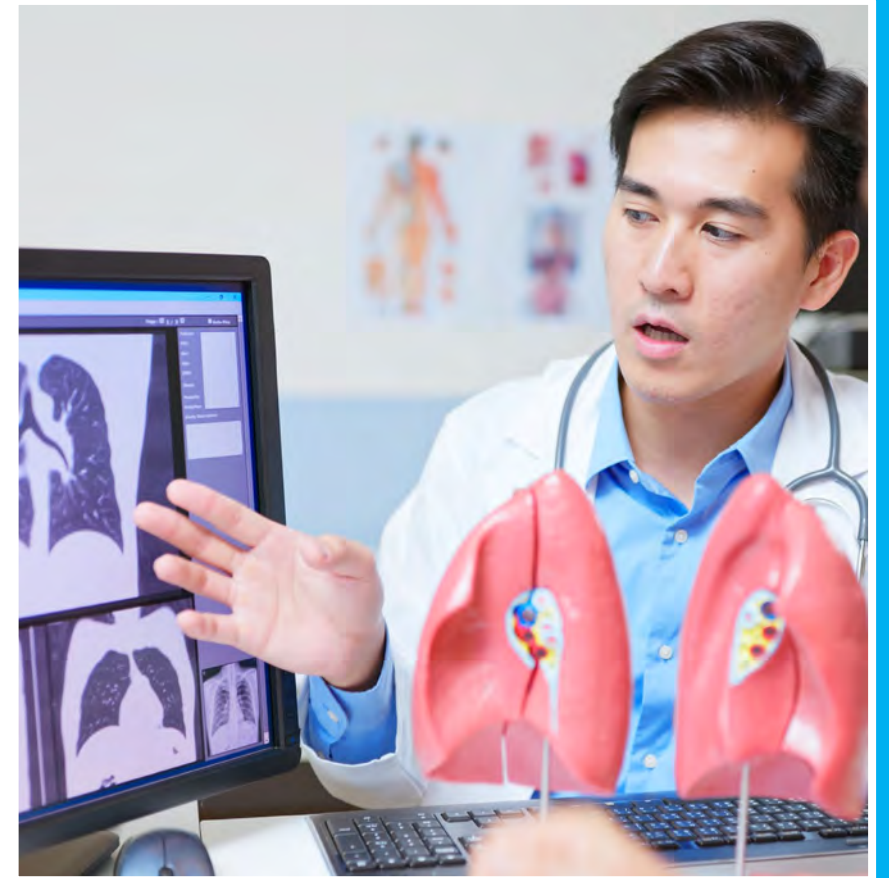
## Respiratory Therapists

### ► Goals:

- Raise awareness
- Support recruitment

### ► Collaboration

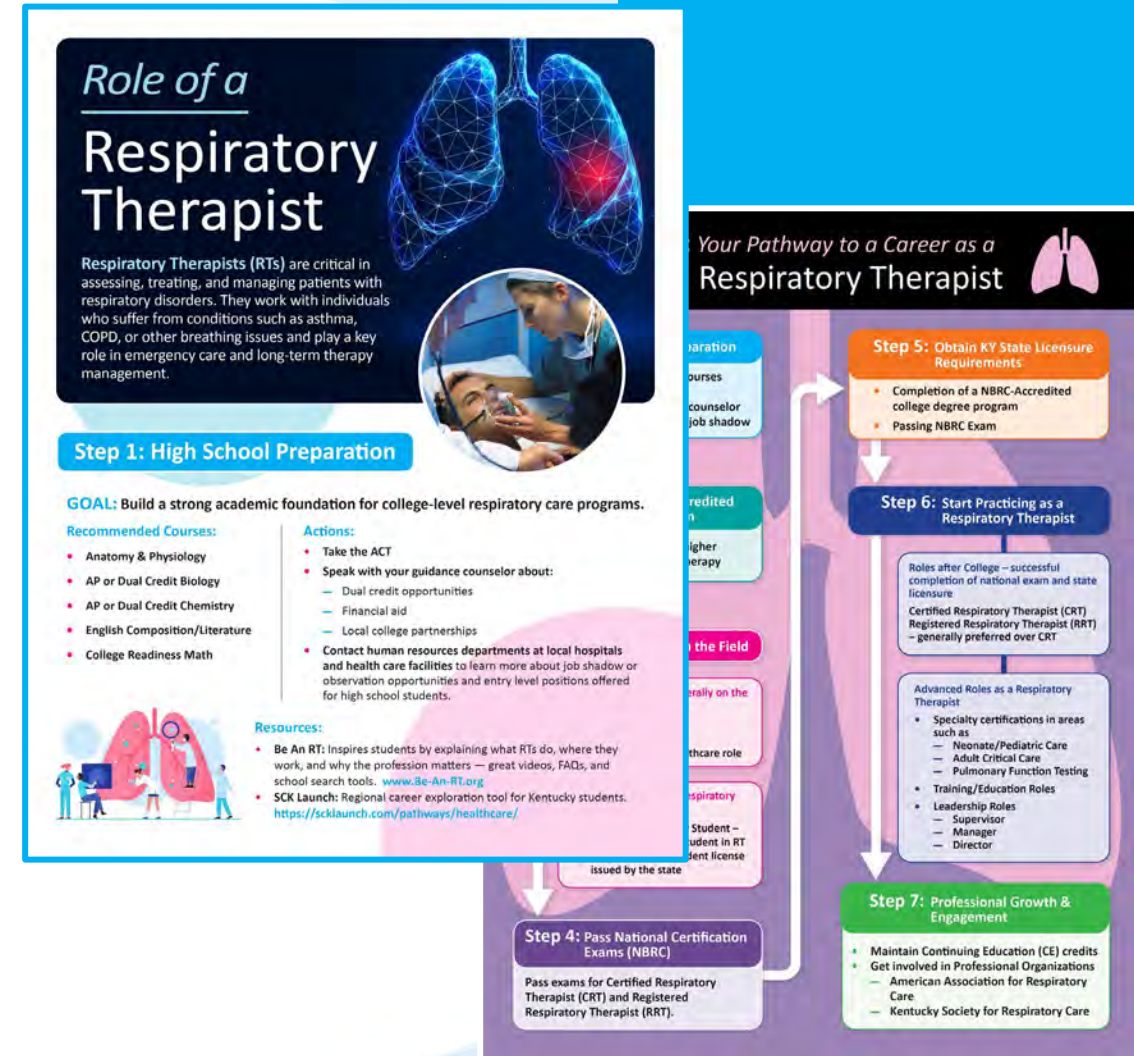
- Engagement with professional boards and organizations - leveraging boards and associations for credibility and dissemination



# Allied Health Recruitment Campaign

## Key Campaign Components

- ▶ Downloadable materials including
  - High School Preparation
  - College programs in Kentucky
  - Career Pathways
  - License and Certification Requirements
  - Professional Growth & Engagement





# Respiratory Therapy Website

- ▶ Interactive search for scholarship opportunities
- ▶ Interactive maps with links to colleges and careers in Respiratory Therapy



# RESPIRATORY



# Respiratory Therapy Campaign Going Strong



▶ **Over 1 million media views since initial launch**

▶ **Major increase in KHA website traffic**

## **November Stats**

- Respiratory Therapy Page – Over 4,500 visitors (2<sup>nd</sup> highest visited page)
- Workforce Page – Over 2,000 visitors (3<sup>rd</sup> highest visited page)
- The Hospital Career Website map page had over 500 clicks and hit a record in Oct. with almost 800 clicks
- ***Breathe Easy: Your Pathway to a Career as a Respiratory Therapist*** was downloaded over 50 times

▶ **Overall, very positive feedback**



# Next Up - Medical Laboratory Professionals

## ► Goals:

- Raise awareness and support recruitment of **Medical Lab Technician** and **Medical Lab Scientist** roles

## ► Collaboration

- Engagement with Kentucky professional organization - leveraging for credibility and dissemination









YOUR FRIENDS

**NEED YOUR HELP.**

# Education Campaign Going Strong



## ▶ **Media Channels**

- Instagram
- Snapchat
- TikTok
- Disney/Hulu
- YouTube
- Spotify

## ▶ **Campaign continues to grow and is generating more interest!**

- Over 12 million views

## ▶ **Overall, very positive feedback**



# Just around the corner - 2026

## ▶ **Future campaign target professions**

- Imaging
- Surgical Techs

## ▶ **Enhancements to student outreach**

- KY HOSA State Leadership Conference 3/20/26
  - Meet next generation of health professionals and their local chapter advisors



# Call to Action

- ▶ **Specific ways those in the room can support**
  - Share campaign materials
  - Hosting student experiences
  - Supporting partnerships
- ▶ **Invitation to connect with KHA for implementation support**



**Questions or Comments?**