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**NEWS**

Contact: Holly Lubart

(717) 221-7935

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## **PHCA Praises Creation of Governor Rendell's PA Center for Health Careers** ***PHCA President and Board Member Named to Leadership Council***

Harrisburg, PA – The Pennsylvania Health Care Association (PHCA) today applauded Governor Edward G. Rendell's creation of the PA Center for Health Careers. Alan G. Rosenbloom, President and CEO of the PHCA, noted that "the creation of this center is a great step toward addressing the critical shortage in the recruitment and retention of nurses and other health careers across the entire health care delivery system." said Rosenbloom. "It's an honor to be named to this prestigious council, and I look forward to working with my colleagues on developing strategies and implementing procedures to address the needs of Pennsylvania's healthcare workforce."

The council will focus on the critical needs of Pennsylvania's current and future healthcare workforce needs, which already has a shortage of over 17,000 positions. Exacerbating the shortage will be an aging population, an increasing rate of retirement, and challenging working conditions. In acknowledging the issues surrounding the long term care workforce, the Governor has appointed both Mr. Rosenbloom and William Meenan, Vice President of Beverly Enterprises, to the Council. Beverly Enterprises is one of the largest long term care providers in Pennsylvania. Said Rosenbloom, "it is refreshing for government to recognize the close connection between overall healthcare workforce needs and the needs particular to long term care. I welcome the opportunity to work with the other Council members to develop solutions for the Commonwealth's entire health care system."

The main functions of the Council include developing an action agenda to address Pennsylvania's short-term healthcare workforce challenges, proposing long-term strategies to address key issues that have statewide workforce implications, analyzing healthcare workforce information to become a central clearinghouse for information, and identifying funding sources to implement initiatives.

*PHCA is a statewide membership services organization representing more than 325 long-term care and senior service providers throughout the Commonwealth. Additional information about PHCA is available by calling 717-221-1800 or visiting [www.phca.org](http://www.phca.org).*

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