

# *Caring is* **YOUR CALLING**



Healthcare work can be physically and mentally challenging—but also very rewarding. It takes a special type of person. Those who have an innate desire to help others—in their DNA. For some people, care is their calling. And we've identified this unique trait—we call it "the Caring Gene.®" And it makes them perfect candidates for a career in the care industry.

And now, recognizing the unprecedented times we're in—there are even greater opportunities and the immediate need for healthcare heroes in both clinical and support roles.



**HEALTHCARE HEROES**  
CARING IS YOUR CALLING

Search Openings  
*Apply Now! >>*



**HEALTHCARE HEROES**  
CARING IS YOUR CALLING

*Apply Now! >>*



★ **HEALTHCARE HEROES** ★  
**WE NEED YOU**  
CARING IS YOUR CALLING

*Apply Now! >>*



*Healthcare Heroes*  
**WE HONOR YOU  
WE THANK YOU!**

*We need more.  
Apply Today.*

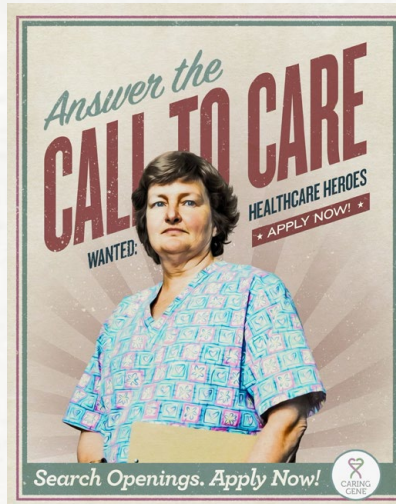
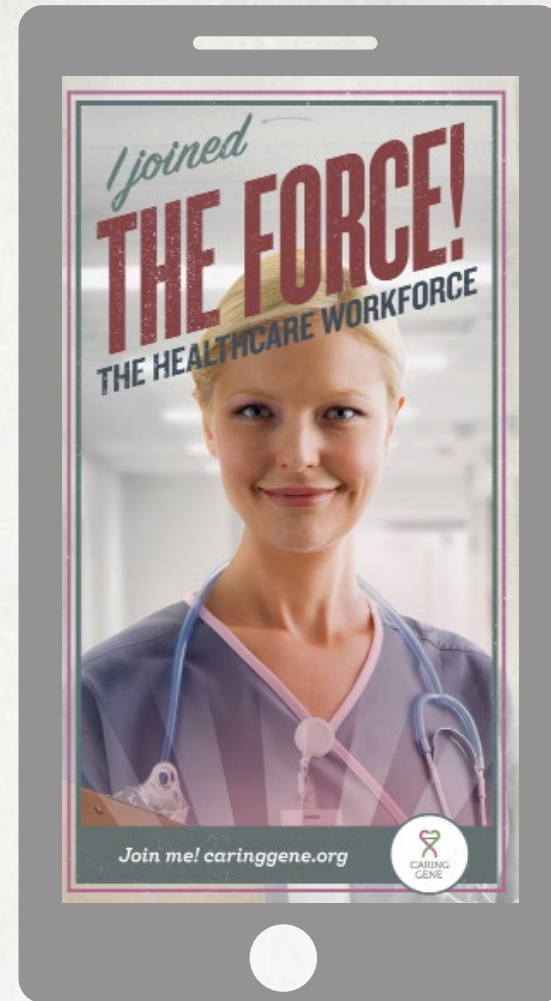
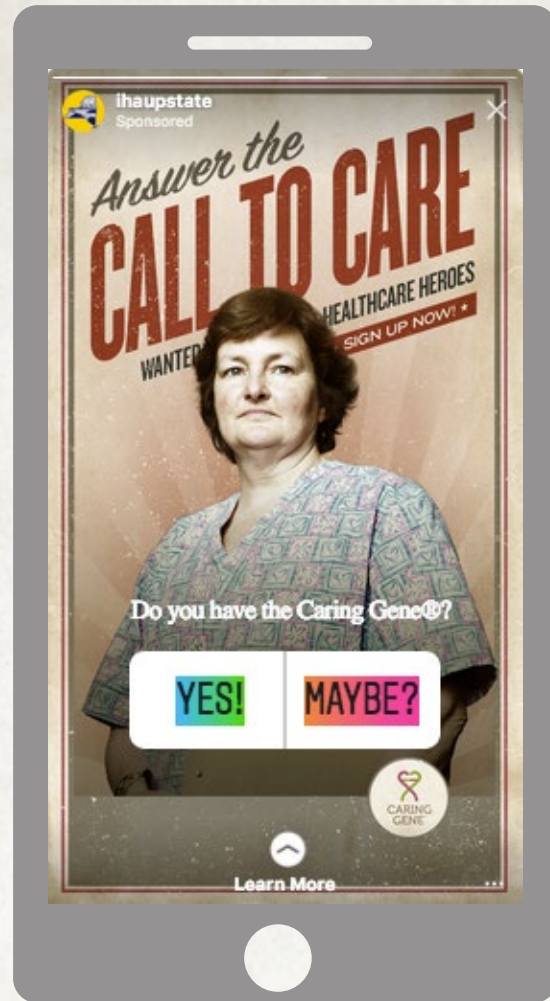


**HEALTHCARE HEROES**  
CARING IS YOUR CALLING



Search Openings  
*Apply Now! >>*

SOCIAL MEDIA



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PLAY :30 TV SPOT



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Answer  
**THE CALL  
TO CARE**

WANTED: HEALTHCARE HEROES  
★ SIGN UP NOW! ★

Immediate Opportunities. Join Today!



Healthcare Heroes  
**WE HONOR YOU  
WE THANK YOU!**

You answered the Call to Care!  
[www.caringgene.org](http://www.caringgene.org)



Answer  
**THE CALL  
TO CARE**



OUT OF HOME



★ HEALTHCARE HEROES ★  
**WE NEED YOU**  
ANSWER THE CALL TO CARE

Immediate Opportunities. Apply Now! [www.caringgene.org](http://www.caringgene.org)



CARING GENE

The billboard features a stylized illustration of the Statue of Liberty in green and blue, wearing a white face mask. She holds a torch with a glowing yellow flame. The background of the billboard has a sunburst pattern. The text is in various colors and fonts, including a large, bold blue font for 'WE NEED YOU'. A play button icon is overlaid on the billboard.



OUT OF HOME



★ HEALTHCARE HEROES ★  
**WE NEED YOU**

CARING IS YOUR CALLING

*Immediate Opportunities..Join Today!*



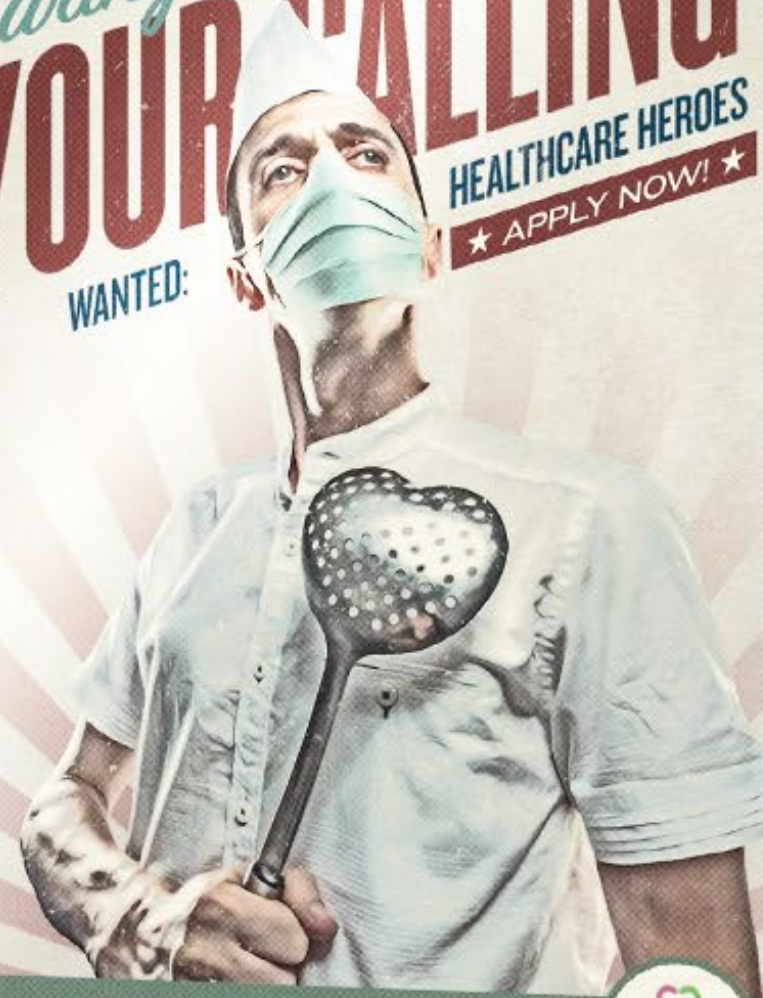
OUT OF HOME

*Caring is*  
**YOUR CALLING**

HEALTHCARE HEROES

★ APPLY NOW! ★

WANTED:



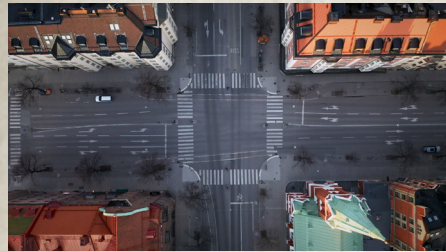
*Immediate Opportunities.  
Apply Now!*



[www.caringgene.org](http://www.caringgene.org)



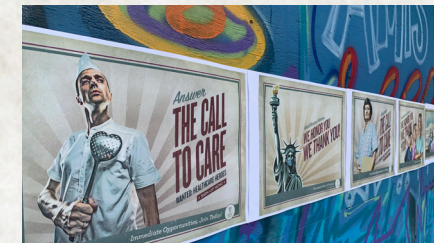
TV & DIGITAL MEDIA



WEBSITE



OUT OF HOME



SOCIAL MEDIA—Ads-Video-Quiz-Filters



702,000  
WEBSITE VISITORS  
7X THE PREVIOUS YEAR

35,000  
CLICKS TO PROVIDER SITES  
250% INCREASE OVER 2019

100,000  
JOB SEARCHES

DIGITAL ADVERTISING

