



HealthForce Kentucky[®]

2025 Annual Report

OCTOBER 2024-SEPTEMBER 2025

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A Message From Our CEO

Dear Friends and Partners,

It is my honor to reflect on what has been a truly landmark year for HealthForce Kentucky. Through the dedication of our incredible team and the unwavering support of our partners, we have achieved milestones that will shape the future of healthcare workforce development across the Commonwealth for years to come.

Without question, the defining moment of this year was the official opening of our state-of-the-art Innovation Center in Owensboro, Kentucky, in February. This 35,000-square-foot facility, featuring immersive suites and advanced simulation labs, represents our bold commitment to preparing Kentucky's healthcare workforce with the most cutting-edge training and education available anywhere in the region. It is a facility we can all be incredibly proud of, and one that truly sets HealthForce Kentucky apart.

As we look ahead, I am filled with enthusiasm and optimism about what is possible. Our mission to develop and sustain a world-class healthcare workforce impacts every generation.

I warmly invite you to come experience the Innovation Center for yourself. We would love to welcome you through our doors and show you firsthand what the future of healthcare education looks like. Please reach out to schedule your tour. We cannot wait to show you what we have built together.

With deep gratitude,

*Bruce Williams
CEO, HealthForce Kentucky*



**Bruce Williams, MSN, RN, CHSE, CHSOS
President/CEO**

About us



Our Story

HealthForce Kentucky was formed in 2022 after the state legislature declared an emergency to address the healthcare workforce shortage. We are a collaborative initiative of colleges and universities, healthcare partners, along with P-12 school districts across central and western Kentucky, working to expand access to high-quality healthcare training.

Our Mission

HealthForce Kentucky is dedicated to transforming and expanding the healthcare workforce through public and private partnerships by providing access to exceptional training resources, immersive scenarios, and experiential learning for all learners to improve the health of our communities

Our Vision

To be the central pulse for healthcare workforce development in Kentucky and beyond, where every community has access to skilled, compassionate healthcare professionals who are equipped with cutting-edge training and committed to improving health, equity, and service.

Our Core Values

Innovation

Embracing cutting-edge approaches and technologies to advance healthcare workforce development.

Accountability

Taking responsibility for outcomes and maintaining measurable standards of excellence.

Equity

Ensuring fair access to training opportunities and healthcare services for all communities.

Collaboration

Building strong partnerships across public and private sectors to maximize impact and reach.

Integrity

Maintaining the highest standards of honesty, transparency, and ethical conduct in all operations.

Selfless Service

Prioritizing community health needs and the greater good above organizational interests.

Our Journey of Innovation

2022

HealthForce Kentucky was formed as a legislative initiative where 9 colleges, universities, and 1 hospital system were focused on addressing healthcare workforce shortages in central western Kentucky.

2023

Deployed HealthForce 1, our first mobile simulation lab and skills training semi-trailer that travels to rural communities, providing career pipeline development and continuing education for licensed professionals

2024

Funded and deployed HealthForce 2, our second mobile simulation lab

2025

Completion of HealthForce Kentucky Innovation Center

Strategic Partnership & Collaboration Model

Our mission is executed by a multidisciplinary team of experts who tailor simulation-based experiences to meet the specific needs of our academic and clinical partners. The HealthForce staff includes educators and simulation specialists who hold the International Certified Healthcare Simulation Educator (CHSE) and Certified Healthcare Simulation Operations Specialist (CHSOS) credentials to ensure that every simulation meets the highest clinical and pedagogical standards. This team of RNs, allied health professionals, and academic educators brings decades of real-world experience to bridge the gap between classroom theory and clinical practice.

HealthForce Kentucky operates on a hub-and-spoke model, utilizing a land-based innovation center and deploys mobile units into underserved rural communities. This framework allows post-secondary educational institutions and healthcare organizations to extend their reach beyond traditional campus boundaries, providing shared access to sophisticated simulation equipment that would be cost-prohibitive for individual schools or healthcare organizations. Simultaneously, healthcare organizations gain high-quality training resources and a direct line to local talent, incentivizing prospective candidates to train and remain in their own communities.

Target populations for the educational reach include, but are not limited to, K-12 students in rural communities, post-secondary and non-traditional learners, licensed healthcare professionals requiring continuing education, including EMS, Fire, and First Responders, as well as Maternal and Fetal care providers.

When deploying to a service area, HealthForce utilizes local subject matter experts, practicing clinicians, and academic faculty to provide educational experiences. This approach provides students with direct exposure to established professionals, ensures training content reflects regional clinical realities and cultural competencies, and creates mentorship pathways that extend beyond the mobile unit's presence. The program takes cues from state and local information to customize content delivery. The organization operates from the premise that communities possess inherent knowledge and talent, and that effective workforce development emerges from partnership rather than prescription.



Financial Summary

Category	Details
Total ARPA Allocation	\$38,000,000
Program Expansion Grants	~15% of total investment
Facilities & Operations	Remainder of investment
Equipment Loans	Subsidized for all partners
Full Expenditure Deadline	2026
Status	On Track

ALL FINANCIAL TARGETS ARE BEING MET ON SCHEDULE, WITH FULL EXPENDITURE PROJECTED WELL BEFORE THE 2026 ARPA DEADLINE.



Our Board of Directors

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REGIONAL DIRECTOR OF OPERATIONS CLEARVIEW HEALTH MANAGEMENT

Why our work is important

KENTUCKY FACES A HEALTH CARE CRISIS OF UNPRECEDENTED PROPORTIONS. THE STATISTICS PAINT A STARK PICTURE OF OUR URGENT NEED:



Mental health crisis: Only 1 in 3 Kentuckians with mental health needs receive treatment due to provider shortages⁶

Rural healthcare desert: 54 of Kentucky's 120 counties are designated as Health Professional Shortage Areas²



Aging workforce: 35% of Kentucky's nurses are over age 50 and nearing retirement⁴

Economic impact: The healthcare worker shortage costs Kentucky's economy an estimated \$2.4 billion annually in lost productivity and increased healthcare costs⁷



Hospital closures: 8 rural hospitals have closed since 2010, with more at risk³

Nursing shortage: Kentucky faces a shortage of over 16,000 registered nurses by 2030¹



Emergency response gaps: 47% of Kentucky counties lack adequate EMS coverage⁵



Citations

- ¹ Kentucky Board of Nursing. (2023). Kentucky Nursing Workforce Supply and Demand Study. Commonwealth of Kentucky Department of Health.
- ² Health Resources and Services Administration. (2023). Health Professional Shortage Areas (HPSA) Find. U.S. Department of Health and Human Services. Retrieved from <https://data.hrsa.gov/tools/shortage-area/hpsa-find>
- ³ Kentucky Hospital Association. (2022). Rural Hospital Closures in Kentucky: 2010-2022 Analysis. KHA Research Department.
- ⁴ American Nurses Association. (2022). Kentucky Nursing Workforce Demographics Report. ANA Enterprise.
- ⁵ Kentucky Board of Emergency Medical Services. (2023). Statewide EMS Coverage Assessment. Kentucky Department for Public Health.
- ⁶ Kentucky Department for Behavioral Health, Developmental and Intellectual Disabilities. (2023). Mental Health Needs Assessment. Cabinet for Health and Family Services.
- ⁷ Kentucky Chamber of Commerce. (2023). Economic Impact of Healthcare Worker Shortages. Economic Research Division.

Our Impact-Quantifying Excellence

Since launching in late 2023, HealthForce Kentucky has moved rapidly from vision to high-impact reality.

Results demonstrate the power of our regional collaboration:

- Extensive Reach: Completed 542 events, engaging 22,727 participants, and generating over 341,000 learner contact hours.
- Proven Pipeline Growth: Partnered with 9 colleges and universities, contributing to a 17% increase in healthcare program applications and a 6% rise in enrollment across the region.
- Infrastructure for Innovation: Opened a state-of-the-art 35,000-square-foot Innovation Center in Owensboro, KY, featuring immersive suites and advanced simulation labs.
- Bringing Training to Rural Areas: Deployed two mobile simulation units, effectively removing geographic barriers for rural students.
- Community Recognition: Named the Education and Workforce Development Institution of the Year by the Greater Owensboro Chamber of Commerce in 2025.

The \$38 million initial investment in HealthForce Kentucky has created a sophisticated, high-impact infrastructure capable of mitigating the Commonwealth's healthcare workforce crisis. By bridging the gap between classroom theory and clinical practice through a multidisciplinary, hub-and-spoke model, we have already demonstrated the ability to increase program applications by 17% and deliver over 341,000 learner contact hours. However, with examples like the LPN deficit projected to quadruple by 2035 and hospital vacancies remaining a persistent threat to rural care, our intervention is more critical than ever.

HealthForce Kentucky: Inspiring the Next Generation of Healthcare Heroes

The numbers tell a powerful story of transformation and possibility. Through the innovative reach of HealthForce Kentucky's mobile labs, students across the Commonwealth are discovering their potential in healthcare like never before. A **remarkable 94% of students** reported gaining a deeper understanding of healthcare professions after engaging with our mobile labs, with 78% describing their learning as significant, proof that hands-on exposure ignites genuine curiosity and ambition. Equally inspiring, 94% of students now have a clearer picture of the education and training pathways required to pursue their healthcare dreams, with **73% reporting a significant increase in their understanding** of those requirements. Most telling, 89% of students expressed a desire to participate in more hands-on experiences with HealthForce Kentucky, reflecting a strong hunger for learning and opportunity across our communities. These are not just statistics; they represent future nurses, physicians, technicians, and caregivers who, because of a single meaningful encounter with HealthForce Kentucky, can now envision themselves on the frontlines of health and healing. The pipeline to a stronger, healthier Kentucky begins here, and one inspired student at a time.

Served

23,000

Learner Contact Hours

341,000

Funding & Sustainability

HealthForce Kentucky has adopted a diversified, sustainable funding model to ensure lasting impact across the region's healthcare workforce. With state appropriations currently providing a foundational base of support and those funds set to expire at the end of 2026, the urgency to establish a robust, financially sound structure has never been greater. To launch and expand its initiatives, the organization will pursue a combination of public and private grants, an Honorary Naming Rights Campaign that invites community investment in transformational spaces and programs, contributions from private donors whose flexible support fuels innovation, and corporate and business partnerships that align with broader workforce and economic development goals.

Beyond philanthropic and sponsorship support, HealthForce Kentucky will follow a proven and research-backed path to long-term financial sustainability. Comparable simulation centers across the country have successfully sustained their operations through consulting services, fee-based usage charges, equipment rentals, strategic partnerships, and annual tiered subscription models. Looking to the future, HealthForce Kentucky will move toward a self-sustaining model that will apply these funding sources, positioning the organization to thrive well beyond the expiration of state funding, not as a grant-dependent initiative, but as a self-sustaining resource for the communities it serves.



Be A Part of the Force Behind the Future

The Force Behind the Future-Honorary Naming Rights Campaign

The Force Behind the Future Honorary Naming Rights Campaign lets individuals, families, businesses, and community partners invest in the future of healthcare education and leave a lasting legacy.

By securing naming rights to one of our prominent spaces, including the Immersive Rooms, Computer Lab, Laboratory, Anatomy Lab, and Debrief Rooms, donors can honor a loved one, celebrate an organization, or boldly demonstrate their commitment to building the next generation of healthcare professionals.

What's Included

Starting at just \$3,000 per year, naming rights supporters receive:

- Prominent recognition signage displayed directly within your named space, ensuring your legacy is seen by every student, faculty member, and visitor who walks through our doors
- Featured recognition across HealthForce Kentucky's website, social media platforms, and additional marketing materials
- A personalized QR code linked to a website, custom message, or branded content — creating an interactive, lasting tribute that tells your story
- Additional exclusive benefits tailored to recognize and celebrate your generosity and commitment to healthcare education
- The pride of knowing your contribution is shaping the lives of future healthcare professionals every single day

Be Part of Something Lasting

This is more than a recognition opportunity; it's a chance to become a permanent part of HealthForce Kentucky's story.

To learn more about available naming opportunities and the full list of donor benefits, contact:

Jennifer Richardson jennifer.richardson@healthforcekentucky.org

Join us in shaping the next generation of healthcare professionals.

Our Supporters

We are excited to share that HealthForce Kentucky launched its giving solicitations in October 2025, stepping outside of our traditional annual reporting window because we believe the work we are doing simply cannot wait. The need for a stronger, more diverse healthcare workforce in Kentucky is urgent, and your generosity is felt every day in communities across the Commonwealth. While this outreach falls outside the 2024-2025 reporting cycle, we wanted to be transparent with our supporters and stakeholders about the momentum we are building and extend a heartfelt invitation for others to join us in this mission. Whether you are a longtime champion of our work or are just discovering HealthForce Kentucky for the first time, your contribution at any level helps us empower the healthcare professionals who will serve Kentucky's most underserved populations. We are grateful for every dollar invested and every voice that chooses to stand with us. We invite you to give today and help us build the healthcare workforce Kentucky deserves.



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