



ADVOCATE. ADVANCE. LEAD.

5510 Research Park Drive  
Fitchburg, WI 53711  
608.274.1820 | FAX 608.274.8554  
[www.wha.org](http://www.wha.org)

**FOR IMMEDIATE RELEASE:** Wednesday, Feb. 7, 2024  
**CONTACT:** Erin Voelkel ([press@wha.org](mailto:press@wha.org))

## WHA Foundation Launches Statewide Workforce Campaign

*New campaign targets youth and aims to boost the state's health care workforce.*

**MADISON, Wis.** — The Wisconsin Hospital Association (WHA) Foundation is unveiling a new workforce campaign entitled *So Many Options* to attract new workers to Wisconsin's health care workforce and foster a thriving and sustainable workforce for generations to come.

The statewide campaign features targeted digital advertising and the launch of a dedicated [website](#) to showcase the abundant health care career options – both clinical and non-clinical – available to current and prospective employees throughout Wisconsin. With a particular focus on middle and high school students, the campaign aims to inspire younger generations to pursue these career opportunities by highlighting appealing aspects such as competitive compensation, flexible schedules, and wide-ranging educational requirements.

“Whether young, prospective employees are looking for their first job or veteran health care workers are looking to transition careers, there are countless health care career options throughout Wisconsin's hospitals, no matter a person's background or vocational interest,” **said Eric Borgerding, WHA President and CEO.** “Careers in hospitals and health care are consistently in high demand, offering stability and enduring relevance. These professions are essential and will always be needed.”

The *So Many Options* campaign's spokespeople are real clinical and non-clinical employees from hospitals across the state, including Reedsburg Area Medical Center, ThedaCare Regional Medical Center in Appleton, and Aurora St. Luke's in Milwaukee. The *So Many Options* [website](#) guides users through descriptions of a variety of health care professions based on personal interests and educational background and connects users to a number of workforce-related resources, including WHA, Future Health Professionals (HOSA) and Wisconsin Area Health Education Centers (AHEC).

The campaign is made possible through generous sponsorship support from other organizations, including Presenting Sponsor, Rural Wisconsin Healthcare Cooperative (RWHC).

For more information, visit the *So Many Options* [website](#).

###

**ABOUT THE WISCONSIN HOSPITAL ASSOCIATION FOUNDATION**

The WHA Foundation, Inc. was formed in 1968 to support educational, research and charitable programs of the Wisconsin Hospital Association and its members. Today, as a 501(c)(3) organization, the Foundation focuses its grant making priorities on initiatives that have a statewide impact on health care in Wisconsin. To learn more, [click here](#).