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New website targets youth and aims to strengthen West Virginia’s healthcare workforce

CHARLESTON, W.Va. – Explore Health Careers WV is excited to announce the launch of its new workforce website designed to attract new talent to West Virginia’s healthcare sector and build a robust and sustainable workforce for years to come. This website is a joint effort by the [West Virginia Hospital Association](#) (WVHA), [West Virginia Health Care Association](#) (WVHCA), [West Virginia Primary Care Association](#) (WVPCA), and the [West Virginia Behavioral Healthcare Providers Association](#) (WVBHPA).

“Healthcare isn’t just a career—it’s an opportunity to be part of the solution,” said WVHA Vice President of Legislative Affairs Tony Gregory. “By inspiring young people to pursue careers in healthcare, we are taking proactive steps to address workforce shortages and improve health outcomes in our communities.”

This dedicated website, Explore Health Careers WV, will showcase the vast array of healthcare career opportunities—both clinical and non-clinical—available across the Mountain State. With a special focus on middle and high school students, the website seeks to inspire the next generation by emphasizing attractive career benefits such as competitive pay, flexible schedules, and diverse educational pathways.

“When we collaborate, we create more opportunities for everyone,” said Marty Wright, CEO, WVHCA. “By working together, we can connect future healthcare professionals with the tools and resources they need to thrive.”

The Explore Health Careers WV website guides users through detailed descriptions of various healthcare professions tailored to their interests and educational backgrounds, while also connecting them to valuable workforce-related resources such as Future Health Professionals (HOSA) and the West Virginia Area Health Education Centers (AHEC).

“In healthcare, you don’t just take on a role—you take on a responsibility for others,” said WVPCA President and CEO Sherri Ferrell. “This initiative is about ensuring that young people understand the profound impact they can have on their communities.”

“By strengthening the healthcare workforce today, we are laying the foundation for a healthier tomorrow,” added Brad Story, CEO, WVBHPA.

For more information, visit the Explore Health Careers WV website at www.explorehealthcareerswv.com.

A virtual press event was held on February 25 to launch the website. A recording of that event is available [here](#).

Watch a prerecorded website demonstration [here](#).

ABOUT EXPLORE HEALTH CAREERS WV *Explore Health Careers WV was established to support educational, research, and workforce initiatives that strengthen health care in West Virginia. It focuses on statewide efforts to ensure a thriving and resilient health care workforce. To learn more, visit <http://www.explorehealthcareerswv.com>.*

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