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Iroquois Healthcare Association Aids Severe Staffing Shortages with “Take A Look” Virtual Job Fairs

Series of virtual job fairs that allow hospitals and job seekers to connect online through text and video chat capabilities

ALBANY, NY – The Iroquois Healthcare Association (IHA) is hoping to ease the pressures of severe healthcare staffing shortages that New York State has been experiencing since before the Covid-19 pandemic.

The “Take A Look” job fairs consist of five online events focusing on different regions of Upstate New York. Regions include the Capital District, Southern Tier, North Country, Mohawk Valley, and Central New York. Providers will be looking for both clinical staff such as nursing assistants, RNs, and LPNs, as well as non-clinical staff such as housekeeping, food service, maintenance, etc.

IHA contracts with an online platform, Brazen, to host the fairs. Brazen allows providers to set up and design virtual “booths” to showcase their organization. Job seekers can browse the booths to learn more without further interaction, or choose to speak with representatives. The platform offers text and video chat capabilities for job seekers and providers to connect and learn more about each other.

The online job fairs are an accessible opportunity for healthcare employers and job seekers to connect safely. There is no cost to either the employers or job seekers to participate in the events.

To assist providers in setting up their exhibitions IHA is also offering individual trainings to ensure the best experience for participants. Staff will walk providers through the platform to familiarize them, as well as explain various features and capabilities.

IHA began the “Take A Look” campaign in 2013 with the goal of exposing healthcare professionals in training to practice opportunities in Upstate New York communities. IHA gave 3-day guided tours of UNY hospitals, medical staffs, communities and cultures through hospital, FQHC, and ambulatory care site visits. The COVID-19 pandemic has paused the tours, however IHA believes there is still a need to expose job seekers to the possibilities that Upstate New York has to offer.



The acute care sector has been experiencing staffing shortages for several years, however the COVID-19 pandemic has intensified the issue. From 2020 to 2021 the vacancy rate of full-time hospital employees jumped from 6.4% to 9.2%. Crucial positions such as staff RNs and respiratory therapists have vacancy rates above 15%.

The first event will be held on Tuesday, September 28, from 8 am – 10 am for the North Country region. A full event schedule and instructions for how job seekers should register can be found on our website, <https://www.iroquois.org/>.

“Hospitals in Upstate New York are in desperate need of both clinical and non-clinical workers. In order to continue battling this ongoing pandemic something has to be done,” said IHA President and CEO Gary J. Fitzgerald. “IHA hopes to give some relief to our member hospitals with these virtual job fairs, from a safe distance.”

“IHA has 13 critical access hospitals and 13 sole community hospitals in its membership,” said IHA Program Director Eileen Murphy. “If these facilities do not have workers to care for patients, it will negatively affect many communities in New York. The virtual job fairs offer an opportunity for hospitals to recruit workers, as well as for members of rural communities to gain stable employment.”

About the [Iroquois Healthcare Association](#): IHA is a regional healthcare trade organization representing 54 hospitals and health systems, spanning over 28,000 square miles, across 32 counties of Upstate New York. IHA is the leading resource for facilities and professionals bringing quality health care to the region. IHA represents the unique needs of rural, small community safety-net providers to large, academic medical centers in Upstate New York’s urban areas through advocacy, education and information, cost-savings initiatives and innovative business solutions.