

Kare Rolls Out New Markets With More To Come



Texas, Houston, May 12, 2021 ([Issuewire.com](https://www.issuewire.com)) - KARE has launched into two new markets with many more queued up to follow soon. The continued labor crisis in the Skilled Nursing and Assisted Living industry has only heightened the demand in which Kare has heeded the call.

Since launching back in October 2019 with several key industry real estate funds and larger operators, KARE has seen success in numerous market launches all throughout the country. After initially launching in Texas, KARE quickly spread into Georgia, Colorado, New Jersey, Florida, and Ohio. This

past month, Kare has proudly expanded into Illinois and Nebraska.

“We have been able to fill a need when our industry needed it the most,” said Charles Turner, CEO of KARE. “We have had numerous communities reach out to us that need our HEROES for added support. They have a shortage and struggle to find adequate caregivers, and KARE is ready to help. We are thrilled to have launched in Illinois and Nebraska.”

“We have a passionate team at Dial and although our struggle with retention may be less than other companies in the space, we still have staffing needs,” said Ted Lowndes, CEO of Dial Senior Living. “When we heard KARE was going to launch in Nebraska, we wanted to be a part of what we see as the future of staffing and recruitment.”

KARE is a digital labor marketplace that was birthed to help end the labor crisis by filling unfilled shifts with vetted Caregivers and Nurses, called HEROES, at Senior Care and Post-Acute Care communities for a much lower price than a staffing agency or paying employees overtime. Communities can utilize KARE and hire HEROES for full-time employment at no added cost. This can help circumvent the traditional interview and screening process.

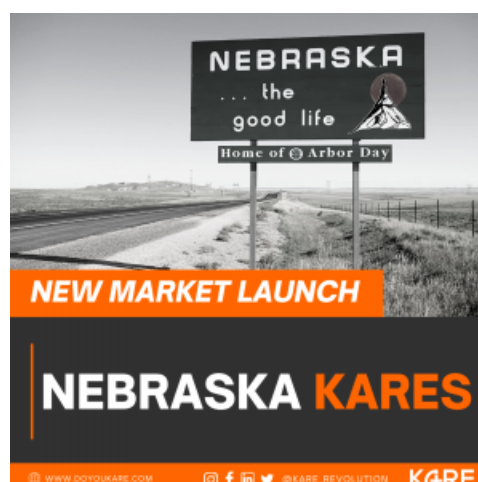
KARE has been responding to requests from communities as to when their city and market will be next.

“We haven’t slowed down since day one,” said Steph Kolbo, Chief Growth Officer of KARE. “I’m excited that KARE has launched in my home state of Nebraska. There are many communities that need help finding quality caregivers and we want to take that burden off them. We will work diligently to address the staffing needs to ensure we provide the best care to seniors.”

The KARE launch into Nebraska is greatly needed. “Unfortunately, what we’ve always done, has done little to move the needle with the staffing crisis affecting our industry,” said Lowndes. “We are reimagining the current model in order to innovate and change this narrative.”

As the US moves forward with Covid vaccine rollouts, staffing shortages are still at an all-time high in the industry. With this in mind, KARE is pushing forward to help more communities in many new markets in the weeks and months to come.

“Our plan is to be in all major US markets by the end of the year while going deep in the states where we have already launched,” added Bridget Kaselak, Chief Operations Officer.





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