

Cheryl Crooks Named Chief Strategy Officer at KARE



Houston, Texas Jun 28, 2022 ([IssueWire.com](https://www.issuewire.com)) - Cheryl Crooks is set to join, KARE, the leading digital labor marketplace for Post-Acute and Senior Care, as Chief Strategy Officer on July 18th.

Cheryl is making the move to KARE after an eight-year tenure at PointClickCare where she has worked in sales and led the senior care market development team. Cheryl has focused the last 18 years of her career on the senior care industry, where she began as an educator in hospice care before leading education and sales teams for Priority Management L-TAC hospitals, nursing homes, and assisted living communities. Cheryl then saw the pressing needs of the industry shift to technology and decided to follow that need.

“There has been mutual admiration between KARE and Cheryl for quite a while,” says KARE CEO Charles Turner, “While we’ve talked casually over the past few years, the timing was not right for what Cheryl wanted to accomplish at PointClickCare. In light of our growth combined with Cheryl’s recognized impact on the senior care industry, the stars finally aligned, and KARE will now look to Cheryl to help deliver innovation and thought leadership to solve the most critical issue of our time.”

“Our industry has changed so much in the last three years,” Cheryl says. “The labor shortage has had real consequences for everyone, from patients to residents to nurses and caregivers. Over the course of my career in healthcare, I have always felt the pull to serve the industry where it is most needed, from misunderstood and underutilized hospice care to the use of technology to digitize medical records for improved outcomes. I really feel the labor crisis is where help is needed the most now. I can’t wait to get started with KARE!”

About KARE

KARE is the first labor marketplace dedicated solely to the Senior Housing and Post-Acute industry. KARE connects caregivers, nurses, CNAs, and hospitality staff with Senior Care Communities and Nursing Homes. Transforming caregivers into Heroes, by picking up open shifts that fit their schedules via the KARE mobile app. KARE delivers a revolutionary approach to staffing in the post-acute industry.

For more information on KARE, please visit doyoukare.com

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