



COUNCIL MEMBERS

- CHARLOTTE BYNDAS
COUNCIL CHAIRPERSON
COREWELL HEALTH
- KELLY ELKINS
TRINITY HEALTH
- BILL GUEST
METRICS REPORTING, INC.
- MICHAEL HILL
HOPE NETWORK
- RYAN GRAHAM
KENT ISD
- DOUG HIMMELEIN
HOLLAND HOME
- AMY LEBEDNICK,
WEST MICHIGAN WORKS!
- LISA RADAK, GRCC
SCHOOL OF HEALTH SCIENCES
- STEVE SMITH
U OF M – WEST
- TONYA SPENCER
CHERRY HEALTH
- AMY PIERCE-DANDERS
PINE REST CHRISTIAN MENTAL
HEALTH SERVICES
- BRENDA HENNINK
AQUINAS COLLEGE
- SANDI KARMAN
FOREST VIEW HOSPITAL
- JARED CURLEY
MARY FREE BED REHABILITATION HOSPITAL
- BETH STRAIGHT
AQUINATA HALL

FUNDERS

- MICHIGAN DEPARTMENT
OF LABOR AND ECONOMIC
OPPORTUNITY, WORKFORCE
DEVELOPMENT
- WEST MICHIGAN WORKS!
- GRAND RAPIDS COMMUNITY
COLLEGE
- MUSKEGON COMMUNITY
COLLEGE
- MONTCALM COMMUNITY
COLLEGE
- KENT ISD
- MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION
- UNIVERSITY OF MICHIGAN
HEALTH – WEST
- UNIVERSITY OF MICHIGAN
HEALTH - SPARROW
- COREWELL HEALTH
- MOKA
- TRINITY HEALTH
- PINE REST CHRISTIAN
MENTAL HEALTH SERVICES



2025

COMMUNITY IMPACT REPORT



wmihealth  careers



West Michigan Works! is a division of ACSET, an equal opportunity employer/program and a proud partner of the American Job Center network. Auxiliary aids and services are available upon request to individuals with disabilities. West Michigan Works! is supported by state and federal funds; more details at westmiworks.org/about/.

west michigan
health careers

ABOUT THE COUNCIL

MISSION AND VISION

The West Michigan Health Careers Council is an employer-led, collaborative council of employers, educators and workforce development organizations that work together to meet West Michigan’s health care talent needs. Our initiatives strengthen the West Michigan health care industry by identifying, developing and promoting health care career opportunities. We believe that working together to identify and meet the short and long-term needs of the industry will support creating a workforce with the skills to keep health care organizations thriving in West Michigan.

INDUSTRY IMPACT

Forty-seven of the 100+ hottest jobs in West Michigan relate to health care. Additionally, health care is Michigan’s largest employment sector contributing significantly to the state’s economy. Direct patient care jobs account for nearly 572,000 positions, while an additional 502,000 are indirect. Our coordinated effort is vital to long-term economic sustainability in our region.



The Council gives health care employers a space to work collaboratively for the greater good of the industry. Members share best practices, create meaningful initiatives that address industry pain points, and create a better environment for health care workers.

- Bill Guest, Metrics Reporting

WORK-BASED LEARNING TRAUMATIC INJURY SIMULATION

High school students and educators recently took part in an immersive, hands-on simulation that followed the journey of a traumatic injury—beginning with the moment of impact and continuing through to full recovery. Interactive stations each represented a different stage of medical care, from emergency response to rehabilitation. Participants explored a variety of health care roles and learned about the career opportunities available within each field. Following the simulation, students joined medical professionals for deeper conversations about the paths to working in health care.



Students and teachers interacted with medical professionals at a local hospital and were exposed to over 50 careers in the health sciences industry through hands on experiences with real medical equipment.

- Brad Sims, West Michigan Works!

79
STUDENTS

19
TEACHERS

63
MEDICAL STAFF



BE THE DIFFERENCE

MICAREERQUEST

Each year, MiCareerQuest offers middle and high school students the opportunity to learn about careers in high-demand industries through interactive experiences. This year, more than 8,500 students learned about 71 health care occupations from 29 unique health care employers and educators. Health exhibits included surgical robots, technical scanning equipment, ambulances, human organs and nutrition stations.



MiCareerQuest is a powerful event that helps students explore hundreds of career paths while making vital connections between education, opportunity and their future. As an employer, it's a unique chance to share the passion behind the work, highlight the impact of our industry and inspire the next generation of talent.

- Steve Smith, University of Michigan Health - West



19
EXHIBITORS

8,500+
STUDENTS

345
TEACHERS



OUR STRATEGY

PROMOTE • TRAIN • FUND • RETAIN



OUTREACH & PROMOTE

Promoting healthcare careers through education and advocacy.



EDUCATION & TRAINING

Providing opportunities for individuals to enter the industry and thrive in their careers.



FUNDING & RESOURCES

Connecting employers to funding opportunities and resources.



RETENTION

Creating solutions to help workers stay within the industry.



BE THE CHANGE

HEALTH CARE CAREER FAIR CARNIVAL

Following last year's successful debut, the West Michigan Health Careers Council brought its interactive career event to Montcalm County, bringing in 35 job seekers, 12 additional adults and 15 children. Employers conducted table-side interviews, with the potential for 32 job offers reported. Participants explored health care careers through hands-on activities and a VR experience showcasing the surgical technologist role. A scavenger hunt engaged younger attendees, while employers and partners provided interactive displays to highlight career pathways in the health care field.

« *This event was a wonderful opportunity to connect with members of the community to provide resources and information to students and other agencies that stopped by our table.*

- Alexis Thane, Relief After Violent Encounter, RAVE-I/M, Inc.

65 ATTENDED 14 EXHIBITORS

KENT ISD HEALTH CAREERS EXPO

The Kent ISD expo allowed seventh–12th graders and their families to connect directly with health care staff from across the region. The event featured hands-on activities depicting various health care occupations, from clinical roles to behind-the-scenes support careers. Attendees received insight into the hiring process, explored entry-level job opportunities and learned about tuition assistance programs through conversations with industry experts and interactive exhibits.

51 STUDENTS ENGAGED

15 EXHIBITORS



\$3,514,000
TRAINING
DOLLARS
INVESTED



233
PROFESSIONALS
TRAINED



76
ENGAGED
BUSINESSES



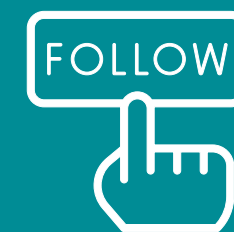
374
PROJECT
VOLUNTEERS



9,046
K-12 STUDENTS
EXPLORED
CAREERS



9,673
EVENT
ATTENDEES



759
LINKEDIN AND
NEWSLETTER
FOLLOWERS