

**Catalyst Learning Company Announces**  
**New Innovation in Healthcare Workforce Development**

*WellStar Health System to launch CareerCare® to help employees advance*

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September 1, 2009. WellStar Health, an Atlanta-based health system with five hospitals and more than 11,000 employees, will be the first hospital in the nation to deploy CareerCare®, a web-based career advising system for the healthcare industry.

Willa Rivers, Manager of Career Connections in the WellStar Organizational Learning says, "Our decision to purchase was driven by the overwhelming requests for advancement opportunities by our staff, as well as WellStar's commitment to provide every team member with the opportunity to learn and grow at work. Career Care provides tools that will assist employees in making those crucial career management decisions. We are very excited about the assessments, as team members will have the unique opportunity to use data/analysis to drive their career decisions."

Louisville-based Catalyst Learning Company (CLC) is the creator of CareerCare. Experts in healthcare workforce development, CLC works with the most progressive hospitals in the country to deliver its flagship product, **School at Work®**. The development of CareerCare grew out of conversations with these customers; a solution was needed to overcome the challenge of providing labor-intensive career advising to a growing number of internal employees. CareerCare's self-service design eliminates these time constraints. Participants complete personal assessments and have access to a research database with over 170 jobs. This provides the means to develop a well-qualified idea of professional options before meeting with their career advisor.

In today's worried economic climate, CareerCare is a cost-effective way for healthcare employers like WellStar to provide support, opportunity and confidence to employees.

Lynn Fischer, Founder and CEO of Catalyst Learning, says, "WellStar has once again demonstrated its commitment to its employees by making CareerCare available to many of them. CareerCare builds the pipeline of people who will be ready for high demand jobs. It also serves as an insurance policy for the expensive tuition assistance investments made by hospitals. In addition to saving our customers money, CareerCare increases morale by showing employees that they are valued in these difficult economic times."

Catalyst Learning works with over 380 hospitals in 42 states. Since 2002 its flagship product, School at Work, has provided career path solutions to nearly 7,500 entry-level healthcare workers.

### **About WellStar Health System**

WellStar Health is an Atlanta-based health system with five hospitals and more than 11,000 employees. The vision of WellStar Health System is to deliver world-class healthcare. WellStar, a not-for-profit health system, includes Cobb, Douglas, Kennestone, Paulding and Windy Hill hospitals; WellStar Physicians Group; Urgent Care Centers; Health Place; Homecare; Hospice; Atherton Place; Paulding Nursing Center; and WellStar Foundation. For more information, visit [www.wellstar.org](http://www.wellstar.org).

### **About Catalyst Learning Company**

Catalyst Learning Company, a healthcare workforce development company based in Louisville, Ky., is the provider of School at Work®, Expanding your Career and Healthcare Opportunities™ and CareerCare®. SAW and ECHO are career development systems for entry and mid-level employees. The programs use a blended learning model, involving Internet and DVD technology, peer discussion and personal coaching. CareerCare is a web-based career planning tool designed exclusively for the healthcare industry. These products support Catalyst Learning's vision to dramatically increase the number of hard-working adults who are able to achieve the American dream. Learn more by visiting [www.catalystlearning.com](http://www.catalystlearning.com)