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Training initiative inspires the next generation of healthcare professionals

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Hands-on training at Valley Immediate Care empowers local students, preparing them for healthcare careers while earning high school credits and real-world experience.

Since 1999, Valley Immediate Care (https://valley-ic.com/) has been a trusted name in Southern Oregon, providing urgent care and specialized medical services including occupational health, orthopedics, sports medicine and dermatology.

But beyond its day-to-day clinical work, the organization is making a meaningful investment in the region's future workforce, through education, mentorship and community partnership. "We've always seen ourselves as part of the community's healthcare fabric," says Brent Kell, CEO of Valley Immediate Care. "Because we're on the front lines, we see community needs firsthand – and that includes helping build the next generation of healthcare professionals."

One of the clinic's most exciting initiatives is its collaborations including with the Southern Oregon Career Center, Providence, La Clinica, RCC, Rogue Workforce Partnership and Asante where 10 high school students from across the region are currently gaining real-world experience in the medical field.

Over two years, these students spend each morning working alongside Valley Immediate Care professionals – learning both the fundamentals and hands-on skills of patient care.

In their first year, students focus on classroom learning and observation. By their second year, they take on a more active role, assisting with patient interactions under professional supervision. Upon graduation, participants will earn their Certified Clinical Medical Assistant (CCMA) designation – making them job-ready immediately after high school. Even more impressive, the program is completely free for students and integrated with their regular coursework, earning them high school credits while preparing them for stable, well-paying careers.

"We want kids – and their parents – to know there are incredible healthcare career paths right here in the Rogue Valley," says Brent. "Most students think of doctors and nurses, but healthcare

employs thousands of people in a wide range of roles. Many of these jobs offer living wages and real career growth."

The partnership extends even further. At Medford Innovation Academy, trades students are building out a mobile medical unit that will serve as a traveling clinic. Once completed, this unit will accompany Valley Immediate Care staff and students to provide screenings and basic care in rural areas – bringing healthcare and education together in a powerful way.

As Brent notes, "Our goal is to connect education, healthcare and community service. This program not only helps students find their passion – it also helps ensure our valley continues to have the skilled medical workforce it needs."

For more information about Valley Immediate Care and its community partnerships, visit valley-ic.com (https://www.valley-ic.com/).