

Long-Term Care Workforce & Leadership Trends

2026–2027 Outlook | Prepared by MedMatch Recruitment

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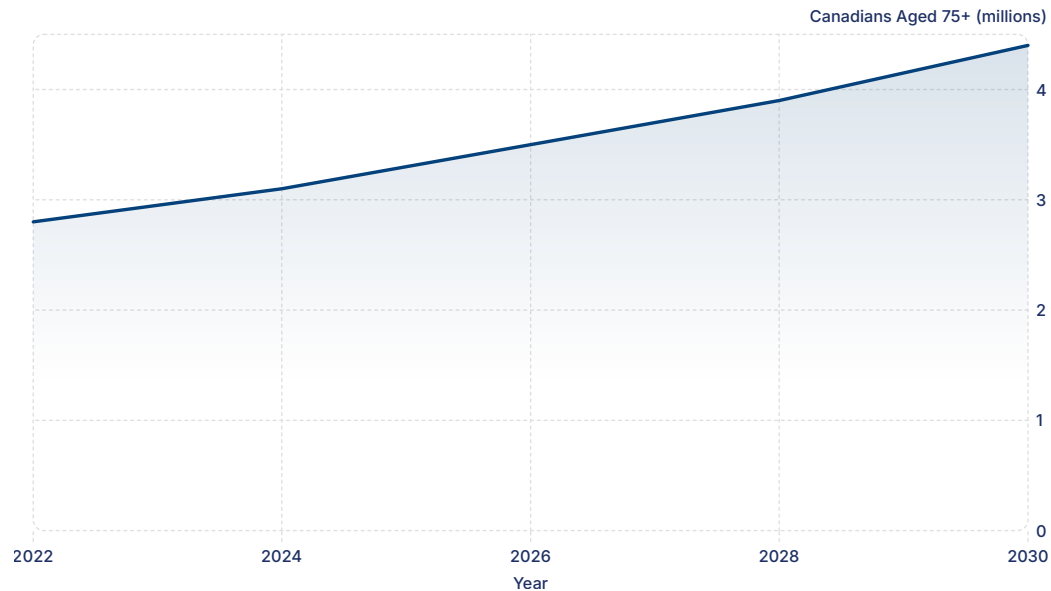


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Executive Summary

Canada's LTC Workforce at a Crossroads

This report examines the workforce trends shaping Long-Term Care organizations across Canada — from leadership shortages and clinical staffing gaps to salary benchmarks and strategic hiring priorities.



Key Insight: Demand for experienced healthcare leadership and clinical staff will continue to rise through 2027 as Canada's population ages and Long-Term Care capacity expands.

- Leadership shortages across the sector
- Rising clinical workforce demand
- Intensifying recruitment challenges
- Competitive salary benchmarks

The Landscape

A Sector Under Significant Pressure

Canada's Long-Term Care sector faces compounding workforce pressures — driven by demographic change, expanding care infrastructure, and growing regulatory demands.

Growing Demand

Rising need for care services as the 75+ population accelerates

Bed Expansion

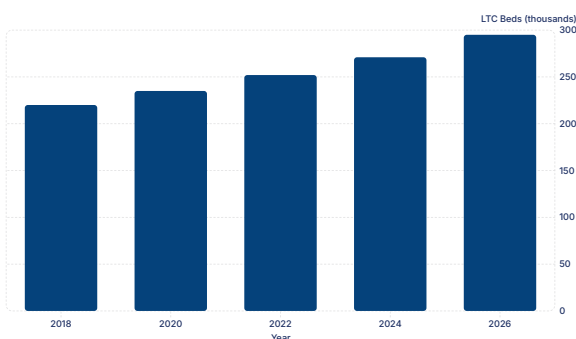
New LTC facilities opening across multiple provinces

Care Complexity

Residents presenting with higher acuity and more complex needs

Leader Burnout

High turnover among senior operational and clinical leaders



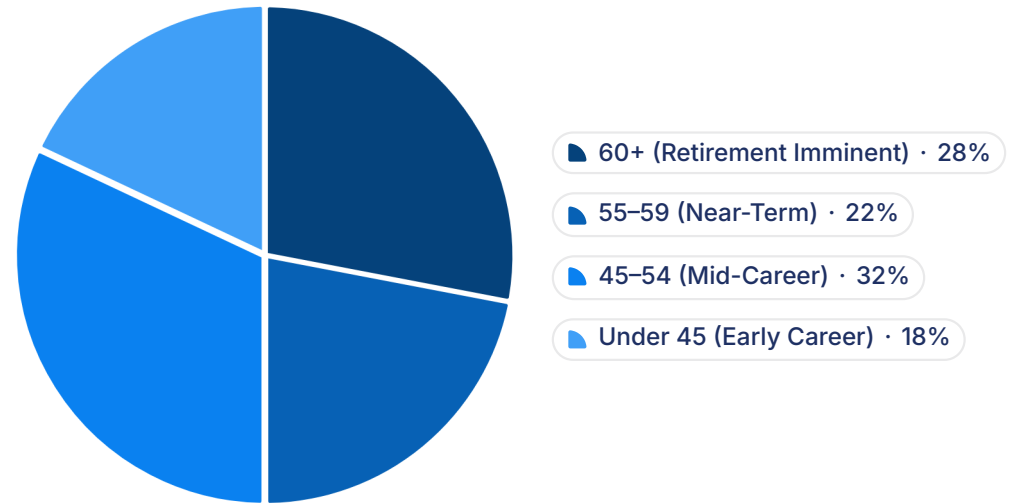
Growth in licensed LTC beds reflects both federal and provincial investment in care capacity — yet supply of qualified staff consistently lags behind expansion targets, intensifying competition for experienced talent.



Leadership Pipeline

The Retirement Wave Is Here

A significant cohort of senior healthcare leaders are at or approaching retirement age, leaving organizations facing a critical succession gap. Roles most affected include Executive Directors, Directors of Care, and Regional Operations Leaders – positions that require years of sector-specific experience to fill effectively.



Executive Directors

Highest retirement risk – thin replacement pipeline

Directors of Care

Dual clinical & operational expertise hard to replicate

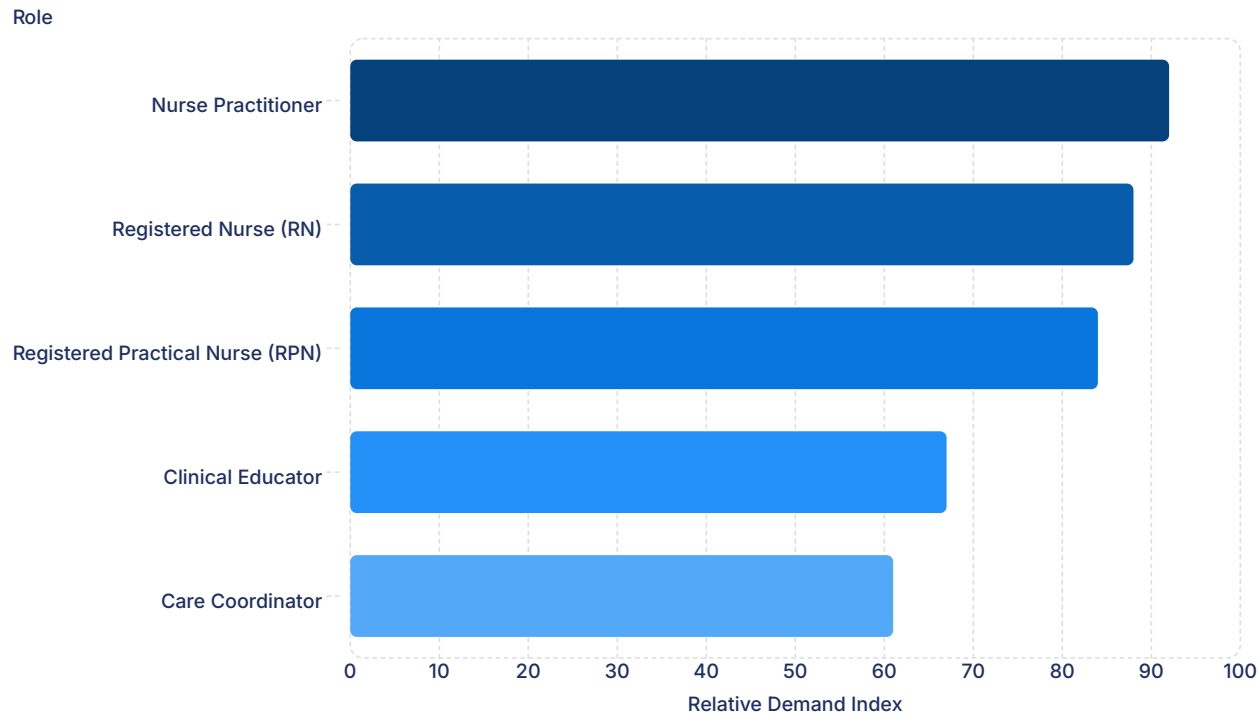
Regional Operations Leaders

Multi-site experience increasingly scarce

Clinical Workforce

Demand Outpacing Supply

Clinical staffing shortages remain one of the most pressing challenges in Long-Term Care. The following roles are in particularly high demand across the sector.



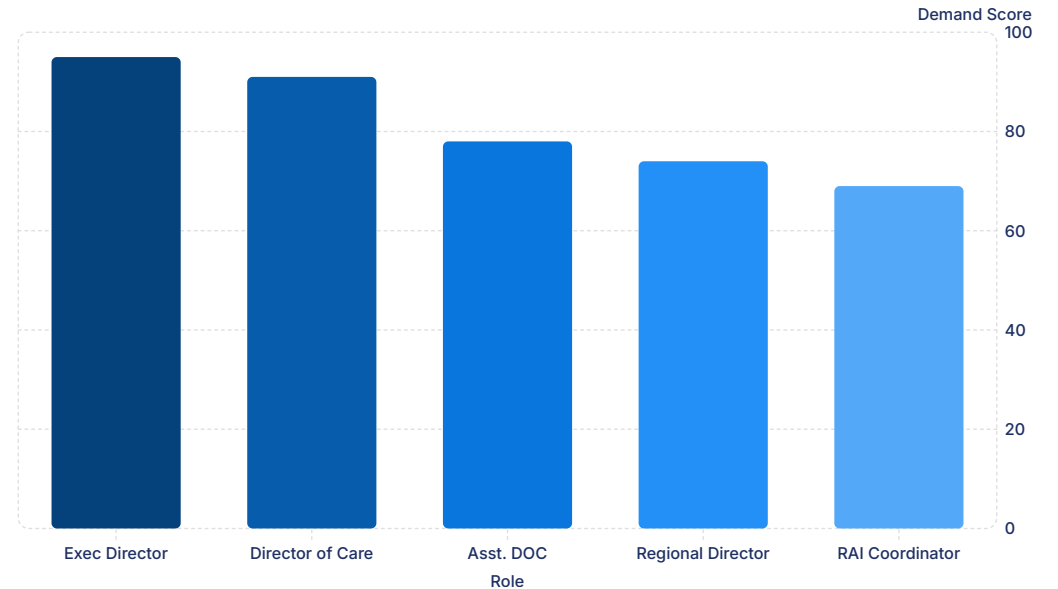
These professionals are essential to maintaining quality care standards, meeting provincial regulatory requirements, and supporting safe staffing ratios across homes.



High-Demand Roles

Leadership Positions Under the Spotlight

Healthcare organizations are prioritizing experienced operational and clinical leadership to sustain quality care delivery amid growing capacity and regulatory scrutiny. Demand for these roles is projected to intensify through 2027.



01

**Executive Director /
Administrator**

02

Director of Care

03

Assistant Director of Care

04

Regional Director of Operations

05

RAI Coordinator

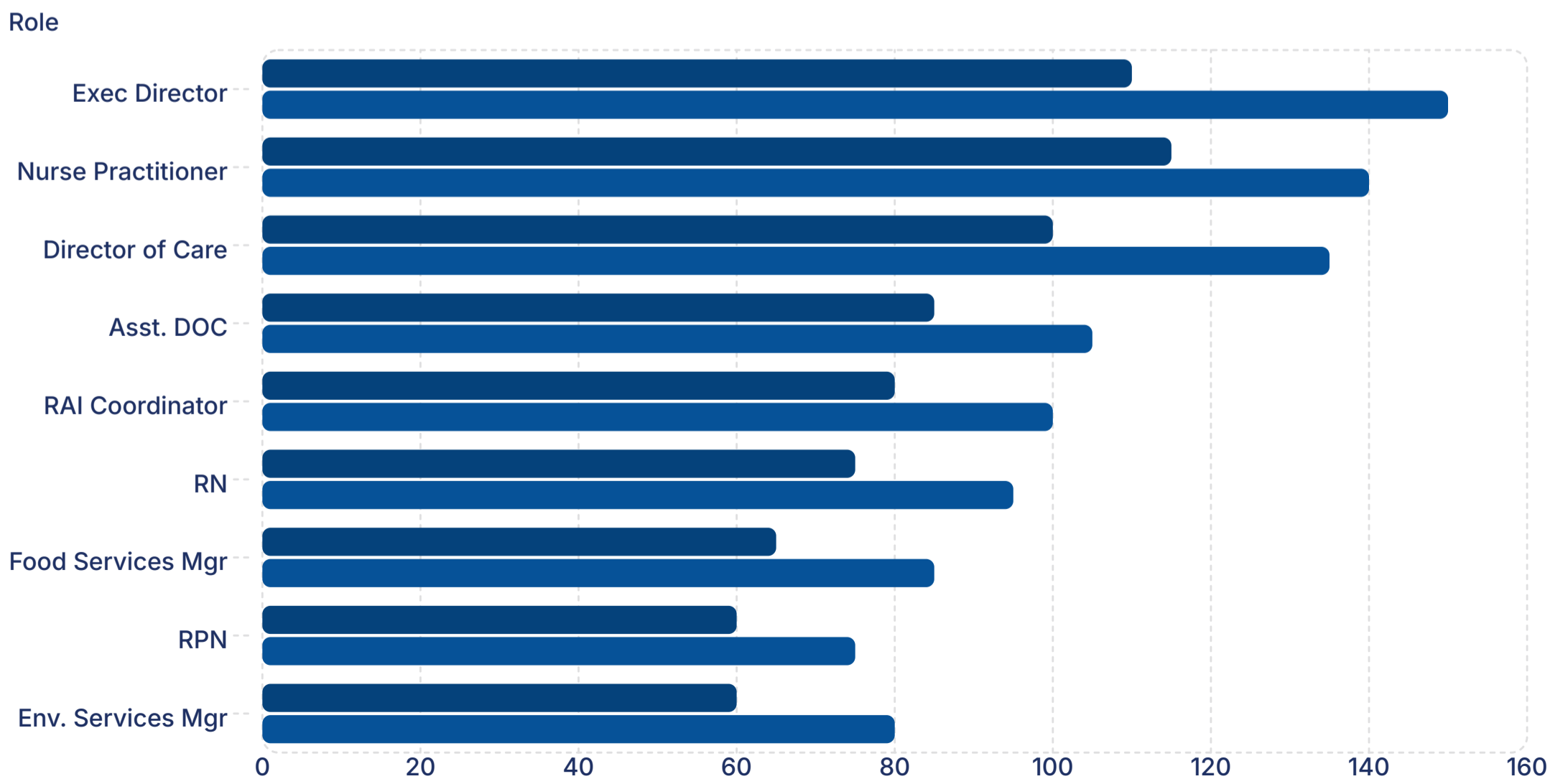
Compensation

Salary Benchmark Insights

Competitive compensation is essential to attracting and retaining qualified talent. The table below reflects current market ranges across key LTC roles in Canada.

Role	Salary Range (Canada)
Executive Director / Administrator	\$110K – \$150K
Director of Care	\$100K – \$135K
Assistant Director of Care	\$85K – \$105K
Nurse Practitioner	\$115K – \$140K
Registered Nurse	\$75K – \$95K
Registered Practical Nurse	\$60K – \$75K
RAI Coordinator	\$80K – \$100K
Food Services Manager	\$65K – \$85K
Environmental Services Manager	\$60K – \$80K

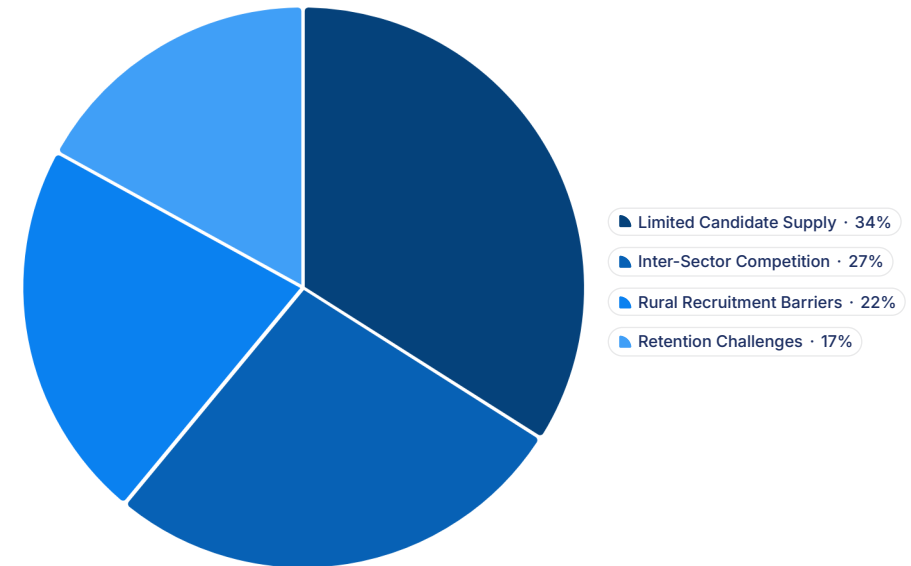
■ Salary Low (\$K) ■ Salary High (\$K)



Recruitment Challenges

Why Filling Roles Is Getting Harder

LTC operators across Canada consistently cite the same barriers to building strong, stable teams. Understanding these challenges is the first step toward addressing them with targeted strategies.



Limited Talent Supply

Few experienced leaders available for senior LTC roles

Inter-Sector Competition

Acute care and retirement sectors competing for same candidates

Rural Barriers

Geographic isolation limits candidate interest and relocation

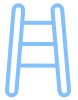
Retention Gaps

High burnout rates drive costly turnover and instability

Strategic Hiring

Recommendations for LTC Operators

To compete effectively for top talent, organizations must take a proactive, multi-pronged approach to workforce strategy.



Build Internal Pipelines

Identify high-potential staff early and invest in leadership development programs to grow your own next generation of leaders.



Strengthen Employer Brand

Clearly articulate your organization's culture, values, and career opportunities to differentiate yourself in a competitive market.



Offer Competitive Compensation

Benchmark salaries regularly and consider non-monetary benefits – flexibility, wellness programs, and relocation support.

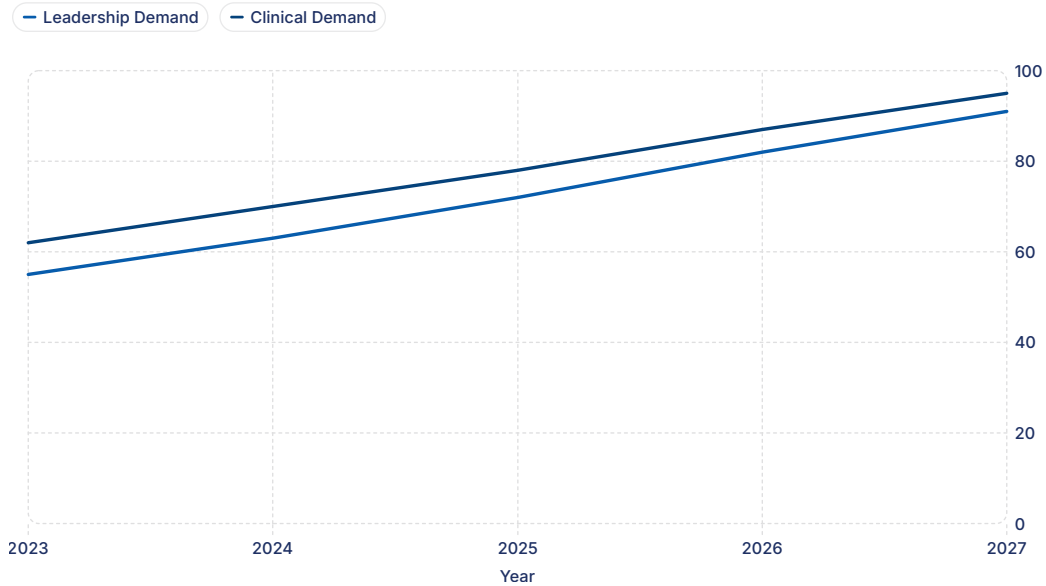


Partner with Specialists

Engage specialized healthcare recruitment firms with deep LTC networks to access passive candidates not visible on job boards.



The Demand Curve Is Rising



Workforce demand across clinical and leadership roles is projected to escalate significantly through 2027. Three structural forces are driving this trajectory:

Population Aging

Rapid growth in the 75+ cohort driving care volume

Facility Expansion

New beds and new homes require fully staffed teams

Regulatory Complexity

Evolving provincial standards demand more qualified oversight



About Us

MedMatch Recruitment

MedMatch Recruitment is a specialized healthcare recruitment firm dedicated to connecting exceptional leaders and clinical professionals with the organizations that need them most.

Long-Term Care

Retirement Living

Home Care

Community Healthcare

Led by Crystal Arsenault, Founder & CEO | www.medmatch.ca