HUMMINGBIRD INSTITUTE
OF PROFESSIONAL ADVANCEMENT

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Investing in Caregivers and Strengthening Families— Innovative Leadership Institute Launches to Transform Training and Raise the Standard for Quality Home Care

Vero Beach, FL. Local Indian River County educator and owner, Hummingbird Care Services, CEO Colby Bechtold, broadens vision as the leading and award-winning home care provider of the Treasure Coast and the state of Florida, to launch the Innovative Hummingbird Institute for Professional Advancement (HIPA), the new caregiver training and development initiative designed to strengthen the home care workforce, develop future leaders, and elevate the quality of care delivered to individuals and families in their homes. Committed to the Treasure Coast, Bechtold continues a tradition of building community strength as a 4th generation legacy family. A special ribbon cutting ceremony was held Thursday, October 1, 4:30-6pm, with local and regional partners in attendance.

According to the Brookings Institute, over the 10 year period from 2025-2035, there is projected to be a notable rise in the population aged 71-89, as baby boomers begin moving into these ages. The Institute is positioned to serve that age sector with quality care that seniors deserve to age safely in their homes.

The Institute (HIPA) represents a new approach to caregiver education—one that goes beyond basic skills training to focus on leadership, communication, professionalism, critical-thinking, client-centered care, and career advancement. “Exceptional and meaningful home care begins with exceptional caregivers and exceptional caregivers deserve the opportunity to grow,” states CEO and founder, Colby Bechtold. “The HIPA is created to invest in the people who make home care possible every day. We want our caregivers and community participants to see themselves as trusted professionals, advocates and ambassadors, problem-solvers, and leaders.”

Training will include:
Cardio Pulmonary Resuscitation (CPR)
Testing and Certifications
Leadership
Professionalism
Career Advancement

By creating the pathway from caregiver to leader, HIPA aims to help address one of the industry’s most important challenges: attracting, developing, and retaining a highly skilled, engaging, and committed home care workforce. Collaboration with the region’s quality educational systems and work force development programs, the initiative is purposefully created to foster a culture where lifelong learning never stops and caregivers are encouraged to continuously develop their skills.

<Photo attached>