



Fishing, Feeding and Fun

The Art of Caregiver Recruitment and Retention

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Workshop Objectives

- Explain the connections between caregiver retention based on recruitment
- Highlight the value of professional oversight
- Review and discuss 3 retention programs

Fishing Holes

- All fishing holes are not created equal
- Tracking what you catch
- Incentives to increase catches from the right holes

Fishing Holes – Things to Consider

Return on Investment

- Cost to fish here
- Quality
- Quantity
- 23 out of 24 get thrown back

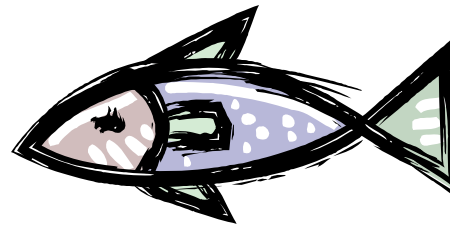
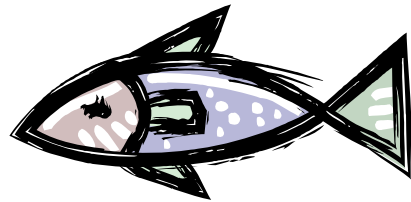


Fishing Holes

- The usual places
 - Job fairs
 - Craig's list
 - Help wanted ads
 - Schools
- A little less usual
 - Houses of Worship
 - Senior Centers
 - Laundromats/Hair Salons
 - Unemployment office

One fish, two fish

- Caregiver Referral program
- Caregiver Advisory Council
- Sign on bonus



What did you catch?

Tracking referral sources

- Rate – used to rate each source using a 1-5 rating system. “5” used for the highest number of referrals to “1” used for the lowest number of referrals.
- Currently Using – this will allow you to keep track of active and non-active sources
- Assigned – who is assigned to follow-up with this source
- Name of the source
- Address
- City
- Zip
- Contact – Name of the contact person for that source
- Phone
- Comments – Used to track follow up

Protect Your Fishing Hole

- Recruitment Planning Calendar
- Qualifying
- Site Visits
- Source Contact Management



Fish Food

Caregiver retention – what they want

- Having the Care Manager as a supervisor/advocate for client issues
- Value the positive feedback from the Care Manager
- Care Manager introductions and orientation to client
- The 24 hour on call system with care manager backup
- Open to and want online continuing education
- “Hands-On” training
- Paid monthly in-services

They're hungry!

Why they leave

- Lack of support by Care Manager
- Poor explanation of benefits
- Insufficient job training
- Dissatisfaction with the health care benefits
- Dissatisfaction with pay rate and no paid time off





The Rate of Turnover

The national average turnover for home health aides is **24.87%** annually according to the 2006-2007 edition of The Homecare Salary & Benefits Report, an annual survey conducted by Hospital & Healthcare Compensation in Oakland, N.J.

Living Our Values



LivHOME Values:

- Professionally led
- Client centered
- Employee Invested
- Quality Focused, Results Driven

Living Our Values

Professionally led

Maximizing the relationship with the Care Manager

- Follow the LivHOME model ensuring that caregiver introductions and caregiving plans are consistently done
- Hold monthly In-home staff meetings to discuss what's going well and what needs improvement
- Catch the caregiver in the act of doing things right. Send a note to their home thanking them for all of their hard work
- Care Managers & E.D.'s can sign caregiver birthday cards with IRG
- Have Care Managers & IRG select a "Caregiver of the Month"
- Have Care Managers recognize the caregivers anniversary date
- Feature a caregiver who has expertise within a specific skill set and partner with a Care Manager during monthly in-services

Living Our Values



Client Focused Opportunities to learn

- Hold regularly scheduled lunch meetings to provide a forum for caregivers to talk about client issues and for the staff to convey any policy changes
- Host lunch and learns on paydays – utilize community partners as speakers
- Include educational websites in paycheck stuffers
- Reward caregivers for completing In The Knows
- Have exceptional caregiver co-present with a CM
- Promote seminars that are occurring within the community
- Partner with a local school to offer classes at a reduced cost
- Offer a scholarship for caregiver to attend CNA program

Living Our Values

Employee Invested

Stay in touch

- Call newly hired caregivers staff to ensure they understand their benefits
- Send a note to newly hired caregivers thanking them for choosing to work for LivHOME
- Create a system for reaching out to inactive caregivers to recruit them back to Active Status
- Regularly highlight the caregiver Retention Bonus, Caregiver Referral Bonus, and branch specific programs
- Once a caregiver has been hired, retouch to discuss benefits and be sure to send them their Welcome Packet
- Create an Caregiver Advisory Board and meet quarterly to learn how we can improve as an organization, and what we are doing right!
- Reward & Recognize uniquely. Find out what the caregivers would like for bonuses and don't assume one size fits all

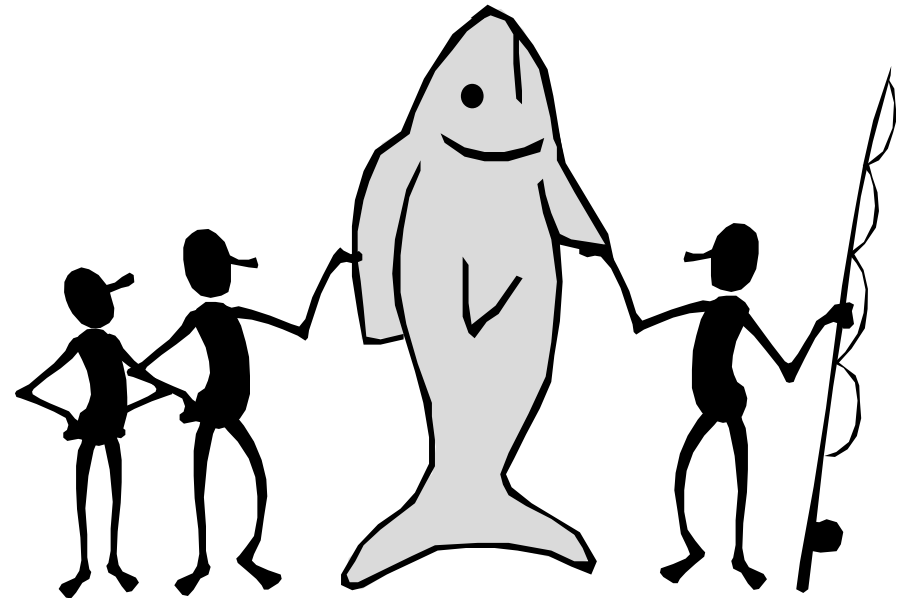
Quality Focused, Results Driven

Retention matters

- Give consistent feedback to caregivers regarding their performance. Don't wait for the annual performance review to tell them they've done a great job or to identify areas for improvement
- Utilize performance reviews and the counseling process to reinforce desired behaviors
- Monitor recruitment referral sources to determine which ones are the best at referring quality, caregivers staff
- Monitor both caregiver and client satisfaction surveys to determine effect of having highly tenured caregiving staff

The Fun Factor

- Special Delivery
- Ask what they want
- Schedule a praise session
- Take it home



Tackle Box

“1001 Ways to Reward Employees”

Bob Nelson

“A Carrot a Day”

Adrian Gostick



Fishing, Feeding and Fun Holes

Effective employee retention begins with:

- Strategic recruitment
- Professional oversight
- On-going reward and recognition of valued caregivers

Happy Fishing!

