

# Caregiver Recruitment & Retention

## *A Provider Perspective*

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Pennsylvania Long-Term Care Council  
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# #1 Issue: Workforce

- ▶ Caregiver recruitment and retention is one of biggest threats to the homecare industry  
*(Your Council has work group to address issue!)*
- ▶ As Baby Boomers turn 65 every day, need for caregivers is growing
- ▶ 77% of providers say caregiver shortage is one of top three threats to agency
- ▶ Data is clear!

# Bureau of Labor Statistics

Occupation	Growth Rate	2017 Median Pay
Solar Installers	105%	\$39,490
Wind Turbine technicians	96%	\$53,880
Home Health Aides	47%	\$23,210
Personal Care Aides	39%	\$23,100
Physician Assistants	37%	\$104,860
Nurse Practitioners	36%	\$103,880
Physical Therapist Assistant	31%	\$57,430

# Direct Care Workforce = Mighty

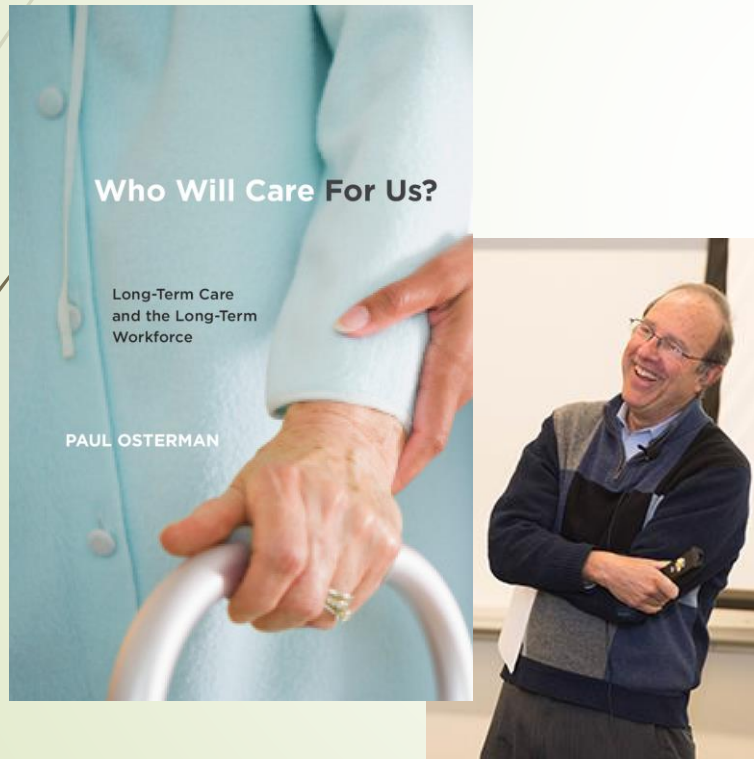


- ▶ 1.3 million additional jobs within homecare will be added by 2020
- ▶ Personal care aides projected to add more jobs by 2026 than any other occupation in the country
- ▶ Still not enough to meet demand!

– *Bureau of Labor Statistics*

# Direct Care Workforce Shortage

## A Crisis



“The reality is that better **training**, better **compensation** and an **expanded role** will add up to both better care and reduced costs.”

**- Paul Osterman, Author**

# What do we do well?

- ▶ All about data
- ▶ Home Care Pulse – national benchmarking study
- ▶ Anonymous surveys of 10% of caregiver roster each month





# Profile

- ▶ Census ~80 clients
- ▶ All private pay, no Medicaid waivers
- ▶ In business since 2011



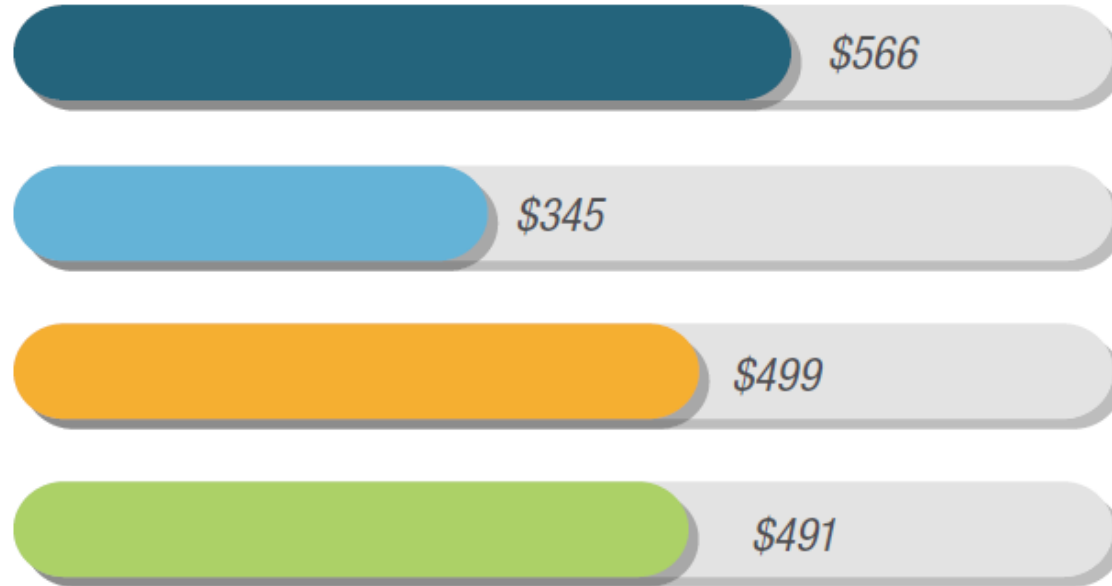
# Caregiver Stats

- ▶ 130 caregivers on staff
- ▶ Synergy turnover rate: 37%
  - ▶ National turnover rate: **70%!**





# Median Caregiver Acquisition Cost



- State of Pennsylvania
- Home Care Industry
- Industry Leaders
- Northeast

*This information is not represented in the 2017 Study.*

Home-Based Care Providers:  
**Is recruiting your number one headache?**



**or retention?**



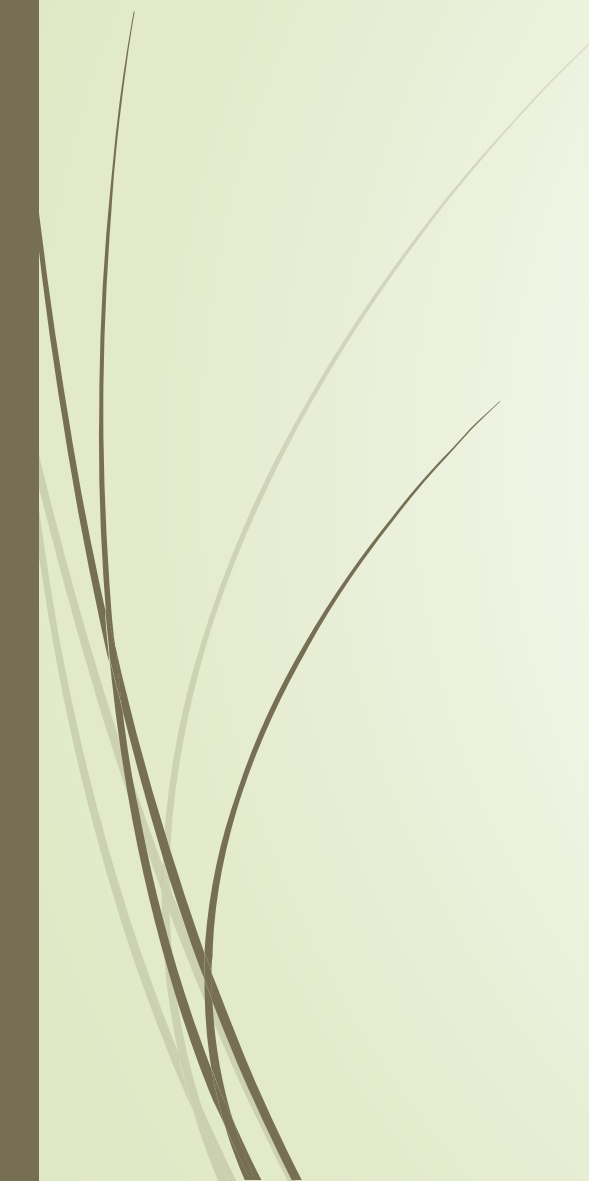


# Synergy Recruiting Efforts

- ▶ Newspaper ads
- ▶ Flyers
- ▶ Job fairs
- ▶ Indeed
- ▶ Facebook
- ▶ **Recruiting from with in**



**EVERYONE LOVES CASH**



# Synergy Referral Program

## ➤ REFFERAL PROGAM

- DCW refers a friend
  - 30 day bonus
    - 60 hours/month
    - No call offs
    - No late notices
- \$200
  - 6months
    - Same criteria
- \$200



# Sign On Bonus

- SIGN ON BONUS
  - New employee
    - 30 day bonus
      - 60 hours/month
      - No call offs
      - No late notices
  - \$100
    - 6 Months
      - Same criteria
  - \$300



# Retention Program

What do all people like?

- Recognition
- Gifts







# SYNERGY BUCKS





# How to Earn SYNERGY BUCKS

- NO CALL OFFS \$5/MONTH
- NO LATE NOTICES \$5/MONTH
- TIME SHEETS TURNED AND ALL ACTIVITIES AND NOTES FILLED OUT \$5/MONTH
- COMPLIMENTS FROM CLIENTS/CO-WORKERS \$10/ COMPLIMENT
- PICKING UP SHIFTS \$DEPENDS ON OUR NEEDS
- YEARLY ANNIVERSARY \$10 FOR EVERY YEAR WITH SYNERGY
- GOING ABOVE AND BEYOND \$OFFICE DISCRETION



**Our biggest  
staffing issues!**

# Rewards

- Gift Cards - DOUBLE THE SYNERGY BUCKS
- Small Appliances - DOUBLE THE SYNERGY BUCKS



# QUESTIONS?

