

How To Start A Live-In Service Birds-of-a-Feather Roundtable

Participants were a mixture of agencies already providing live-in care looking to expand or enhance their program, and those who were not providing any live-in care at all.

1. It was discussed that some of the major benefits of live-in care were:
 - a. Strong margins 35-45% gross
 - b. Low maintenance, re: scheduling
 - c. Economically viable for consumer
 - d. Unique selling position

2. Biggest issues/concerns were:
 - a. Recruitment – where to find?
 - b. Compensation – How? O/T?
 - c. Taking away from shift care already provided
 - d. Poaching worker
 - e. Apprehension on the consumers part; many cannot fathom the idea

3. Solutions/Ideas:
 - a. Stated that many of the people who work as live-ins are immigrants/minorities
 - b. Ways in which to find:
 - i. Place ad's in ethnic-based newspapers
 - ii. Write ads in English
 - iii. Go to houses of worship and inform about your need
 - iv. Go into other neighborhoods
 - v. Have non-solicitation agreement in your contract
 - c. Compensation: There is Federal OT exemption depending on state
 1. Some states override the federal exemption
 2. Pay a flat rate per day or hourly wage based on 8-10 hours/day “intermittent” care
 3. Avoid OT by doing 4/3 split; “All hours worked and OT if it applies”
 - d. Discussed ideal caregiver: compassionate, cooking ability, domestic tasks, social, flexible, patient, adaptable to environment

4. Typical Client > Dementia, living alone, homebound couples, family unable, “sandwich generation”, issues with ADL's
 - a. Problems on typical cases
 - b. Issues for both clients/caregivers
 - c. A very high human element involved
 - d. Client apprehension
 - e. For consumer: trial period, interviewing

5. Marketing Ideas:
 - a. Hospice
 - b. Trust Officers
 - c. Elder Law Attorneys
 - d. Alzheimer's Association – target 85+ group

6. Actions; For those NOT doing live-in program:
 - a. Do competitive analysis
 - b. Find out about ability to recruit
 - c. Build a small staff of live-in's, 6-10 first
 - i. Agencies who are currently doing some live-in need to commit to constant recruitment and stop the cycle of getting a request and then trying to find the worker – lost opportunity. The need does exist, but you have to commit to recruitment.