How to Recruit and Hire the Best: *The Never-ending Challenge for Home Care*

Identify Your Agency Staffing Needs

- Identify the positions
- Trend the major diagnosis in your caseload
- Develop the ideal position profile
  - Identify the must have background
  - Identify the personality traits
Recruiting: *Develop the Ad*

- Uniqueness
- Hooks
- Opportunities
  - Full-time or part-time work
  - Advancement
  - Education
  - Pay increases
- Specialties

Recruiting: *Ad Placement*

Potential recruiting sites:
- Craigslist.org
- Recruitment.Care.com
- Health-Care-Recruiting.com
- CareerBuilders.com
- Monster.com
- HealthCareITRecruiters.com
- Community college work boards
- Local newspapers
- Church bulletins

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Recruiting: Applicant Initial Screening

- Standard letter pre-developed to respond to applications
- Meets objective requirements; send invitation to continue letter
- Does not meet requirements; send thank you but do not meet requirements
- Make appointments for those who meet the basic objective requirements, schooling, licensure, etc.

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Recruiting: Applicant Screening/Interviews

- Screening tests
  - Personality test
  - Knowledge test
  - Hands-on test
- Interviews
  - Administrative assistant for completeness of application
  - Scheduler for availability and desired shifts
  - Supervisor for agency philosophy, opportunities, pay, etc.

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Recruiting: *Offer of Hire*

Offer of Hire letter contains:
- Agreed upon weekly available hours
- Agreed upon pay
- Start and Orientation Date
- List of required documents:
  - Drivers license
  - Auto insurance verification
  - Professional license or certification
  - Proof of TB and HBV
  - Social Security card for completing I-9

Orientation: *Key Elements for Success*

- Personalized Employee Handbook
- Welcome gift
- In-person welcome to agency by owner
- Tour of the agency
- Meet internal staff
- Review agency’s mission and guiding principles
- Job description
Orientation: *Key Elements for Success* (continued)

- Review employee required federal/state rules and regulations
- Cover documentation and timeline expectations
- Review customer service standards
- Universal precautions and infection control

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Orientation: *Key Elements for Success* (continued)

- Telephony or GPS requirements
- Safety in the home
- Case management
- Special needs of agency clients; e.g., dementia, diabetes, CHF, COPD, etc.
- Agency contact information, including emergency points of contact

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Retention: *Keys to Keeping Employees*

- Stay in touch
- Performance evaluations
- Support
- Employee satisfaction surveys
- Regularly held “all staff” meetings
- Celebrate birthdays, tenure awards, and special recognitions from clients or peers

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Retention: *Develop Staying Power*

- Elite team development
- Elite team leaders
- Specialty teams
  - Mom & Babe Program
  - Sick Child Care
  - End-of-Life Care Team
  - Dementia Care Team

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Retention: *Ongoing Education*

- General continuing education
- Specialty program training
  - Specific to client needs
  - Best practices
  - Meets payer documentation requirements
  - Meets wants of other health care practitioners, e.g., physicians, discharge planners, etc.

Employee Satisfaction: *Complete the Loop*

- Employee satisfaction surveys
- On-site supervision with caregiver present
- Weekly contact by office personnel
- “All-staff” meetings open forum for problem solving
- Suggestion box
- Rewards for best suggestions