

Session 209

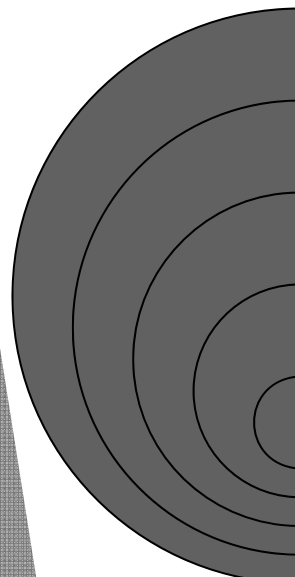
How to Recruit Successfully for Private Duty Care

Faculty: Georjean Sweis, MBA, Director



Course Level: Intermediate; 1.0 nursing CEs; 1.0 CPEs (NASBA/SKA)
Track: Private Duty

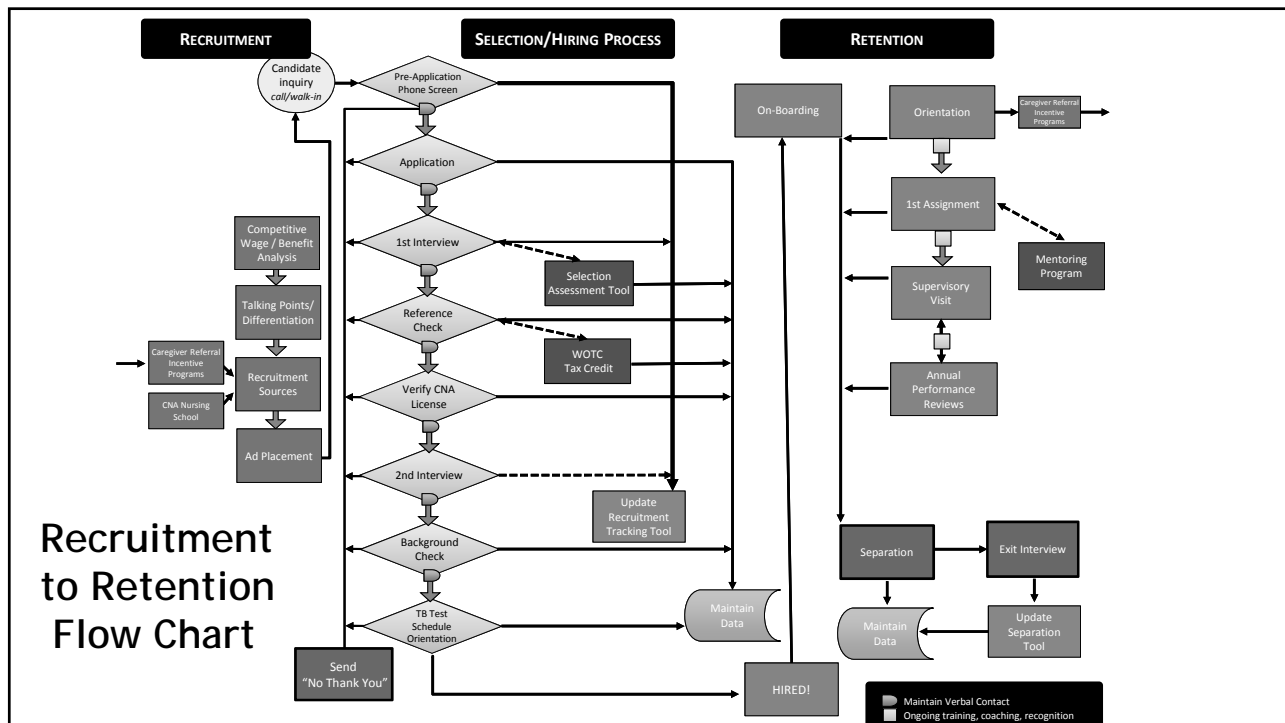
Objectives

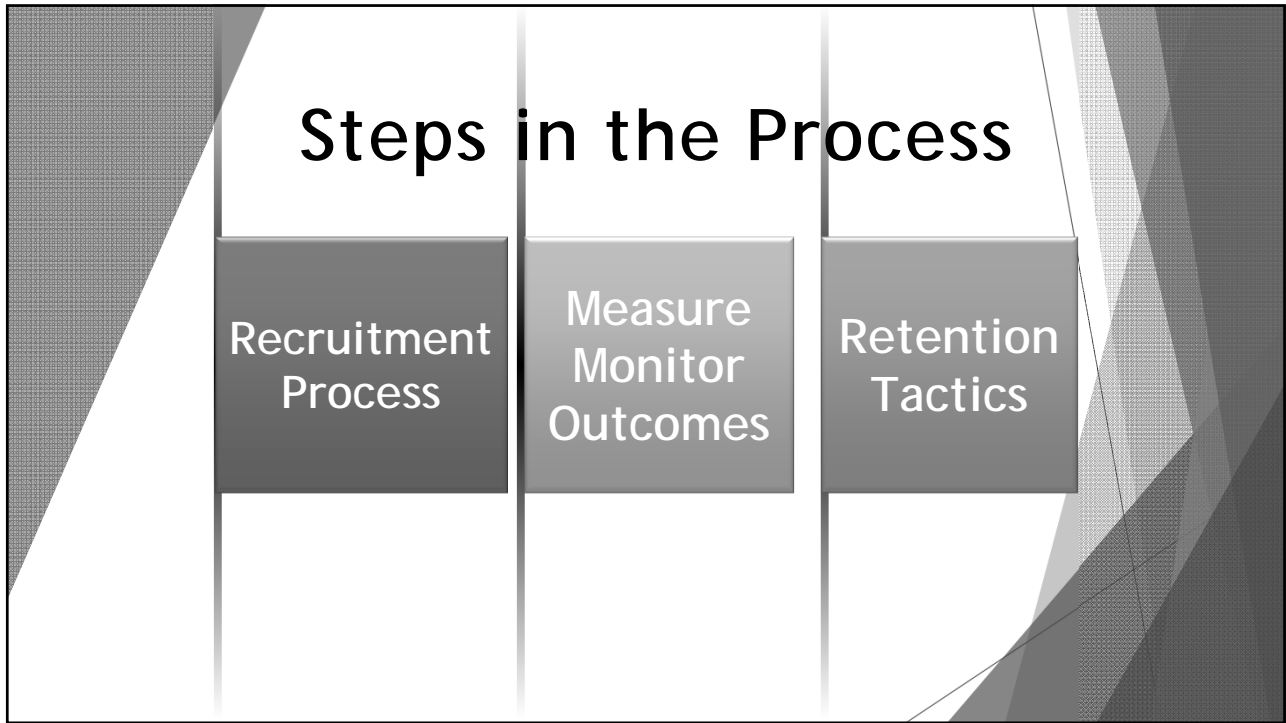
A graphic of a target with concentric circles, positioned to the left of the objectives table.

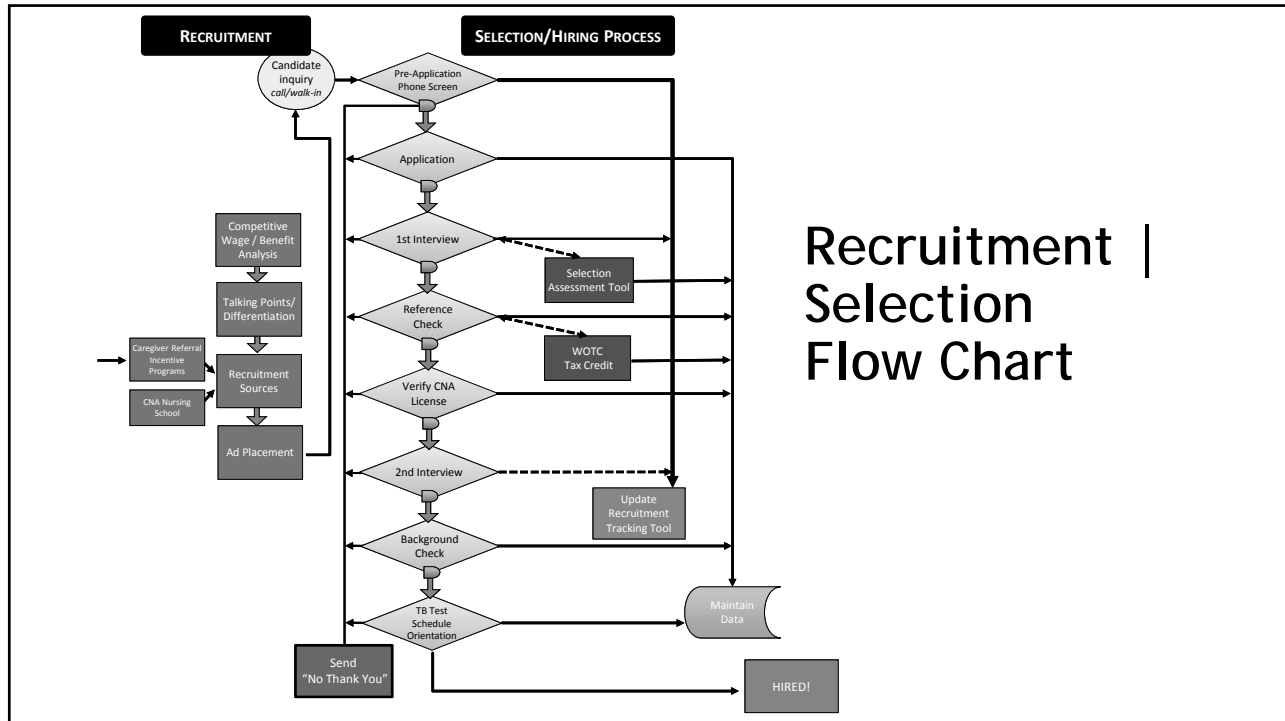
Provide a better understanding of recruitment process
Identify recruitment sources, selection tools, & strategies to improve outcomes
Discuss operational measurements for implementation
Track and monitor effectiveness & accountability of recruitment/retention efforts
Improve caregiver retention through best practices & data-driven documentation to reduce recruitment needs

Recruitment Retention Realities

- Low supply of caregivers
- Higher demand for care
- Caregiver turnover rates
- Cost of turnover
- Lost revenues due to inability to schedule shift
- Caregivers employed by more than one agency







Competitive Analysis

How Does your Agency Measure Up?

What differentiates your agency from competitors?

Talking Points *Your Home Care Agency*

Are you the *Employer of Choice* in your market?

- ▶ Your Culture
- ▶ Service Differentiation
- ▶ Reputation
- ▶ Brand
- ▶ Awards & Recognition

Talking Points *Caregiver Candidates*

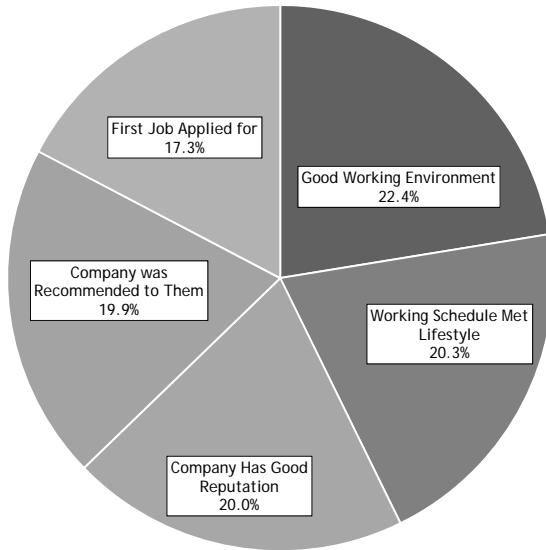
What's in it for Your Potential Caregivers?

- ▶ Wages & Benefits
- ▶ Home-Life Balance
- ▶ Flexible Schedules based on Availability

???

What Caregivers Want

5 Reasons Caregiver Choose to Work for Provider



6th Annual Edition
Private Duty Benchmarking
Study 2015
Conducted by Home Care Pulse

How Did your Candidates Hear about YOU?

Recruitment Sources

- On-Line Recruitment Sites
- Past | Current Employees
- Postings in Community
- Local Ads
- Social Media
- CNA | Nursing Schools
- Health Partners
- Career Fairs
- On-site Job Fairs

Ad Appeal

How Attractive is your Help Wanted?

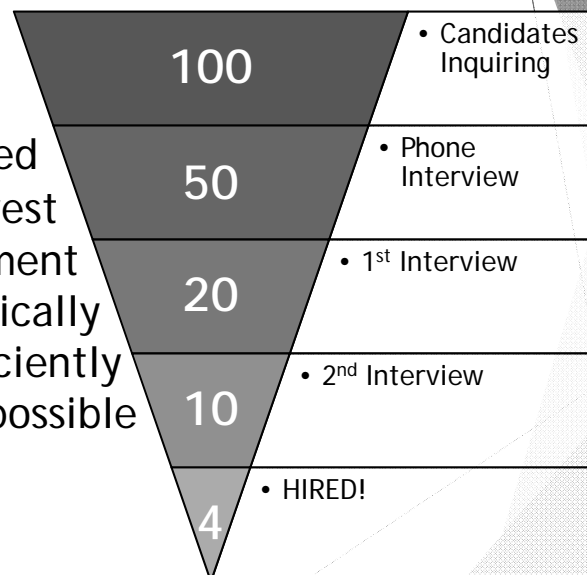
- ▶ Attention Grabber
- ▶ Effectively describe the position
- ▶ Less words, More action
- ▶ Valuable information on benefits
- ▶ Call to action
- ▶ Various options to reach you



Recruitment Funnel

The Recruitment Goal

To get as many qualified candidates to the lowest point of the recruitment funnel as economically and efficiently as possible



The Phone Inquiry

Are you Screening and Advancing?

- ▶ *First* Impression
- ▶ *Ask*: How did you find out about us?
- ▶ *Use* a standardized set of pre-application questions
- ▶ *Build* relationship
- ▶ *Treat* as a client inquiry
- ▶ *Communicate* what happens next



The Application

Would you Want to Complete?

- ▶ *Flows* well
- ▶ *Easy* to complete
- ▶ *Clear* and concise
- ▶ *Asks* "How did you find out about us?"
- ▶ *Evaluate* where the application is completed
- ▶ *Communicate* what happens next



The First Interview

Who is Interviewing Who?

- ▶ *First* Impression
- ▶ *Ask*: How did you hear about us?
- ▶ *Build* relationship
- ▶ *Hold* in Private area - no interruptions
- ▶ *Talk* Less, *Listen* More
- ▶ *Communicate* what happens next

Caregiver Assessment Tools

Maximizing the Follow up Interview

- ▶ Overview | Definition
- ▶ Pros & Cons
- ▶ How to Decide
- ▶ What to Consider

The Second Interview

Who is Interviewing Who? Deja' Vu!

- ▶ *First* Impression
- ▶ *Ask*: How did you hear about us?
- ▶ *Build* relationship
- ▶ *Hold* in Private area - no interruptions
- ▶ *Probe*: Areas regarding more depth | discussion
- ▶ *Talk* Less, *Listen* More
- ▶ *Communicate* what happens next

Group Interviews

When to Consider

- ▶ Description
- ▶ Pros & Cons
- ▶ How to Conduct
- ▶ What to Expect

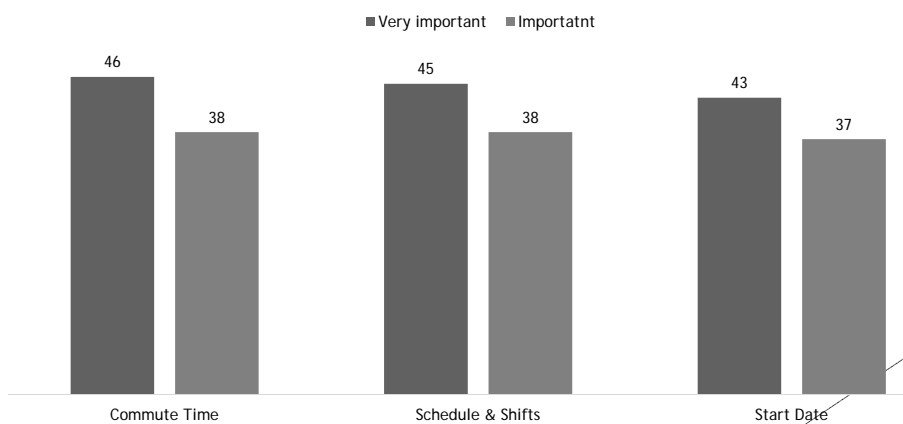


On-Site Job Fairs *When to Consider*

- ▶ Description
- ▶ Pros & Cons
- ▶ How to Conduct
- ▶ What to Expect



What We Know *What Motivates Caregivers?*



myCNAjobs.com 2015 Survey



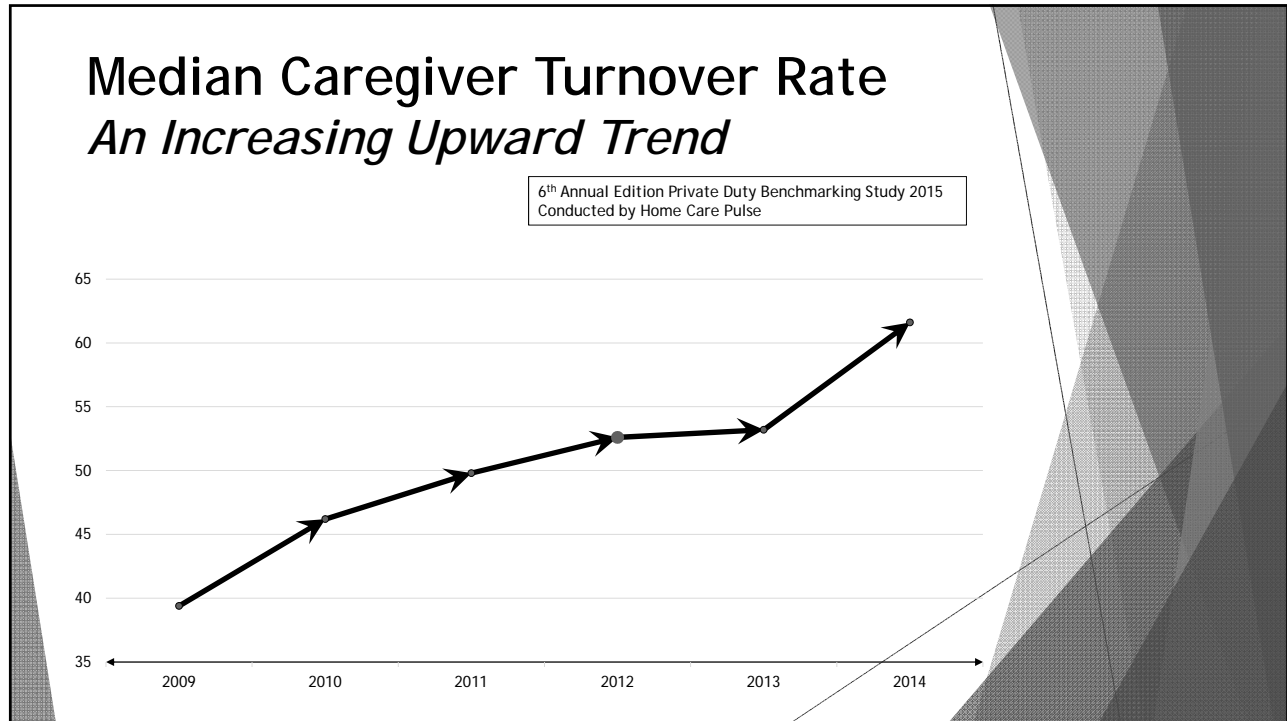
Caregiver Turnover

How Do You Measure Up?

Caregiver Turnover Rate =

Number of caregivers
who leave within the defined period

Total number of caregivers
employed during defined period



Measurement Madness

How to Prioritize

Where is the business coming from

- ▶ How many walk-ins versus phone inquiries
- ▶ How many candidates per recruitment source(s)?
- ▶ How effective is the outcome per recruitment source?

How many phone inquiries

- ▶ Conversion rate to 1st interview
- ▶ Conversion rate to hired caregiver

Measurement Madness

How to Prioritize

How many first interviews

- ▶ Conversion rate to 2nd interview
- ▶ Conversion rate to a successful hire

How many second interviews

- ▶ Conversion rate to 2nd interview
- ▶ Conversion rate to a successful hire

How many group interviews - results

How many on-site job fairs - results

Measurement Madness

How Much Time?

How efficient is the recruitment process?

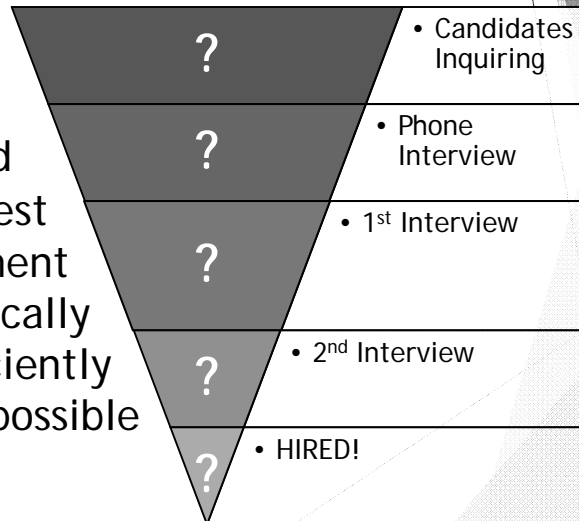


Recruitment Funnel

What Does yours Look Like ?

The Recruitment Goal

To get as many qualified candidates to the lowest point of the recruitment funnel as economically and efficiently as possible



Cost of Caregiver Turnover:

What are You Spending?



The Cost of Caregiver Turnover Equation =

of Caregivers Separated



Total Costs per Caregiver Turnover

Turnover Costs: The Full Impact

Overall Costs on your Financial Statement

Hard Costs *(real/direct)*

- ▶ Advertising
- ▶ Recruiting Referral Sources
- ▶ Interviewing Process
- ▶ Selection | Hiring Process
- ▶ On-Boarding Expenses
- ▶ Caregiver Separation Costs

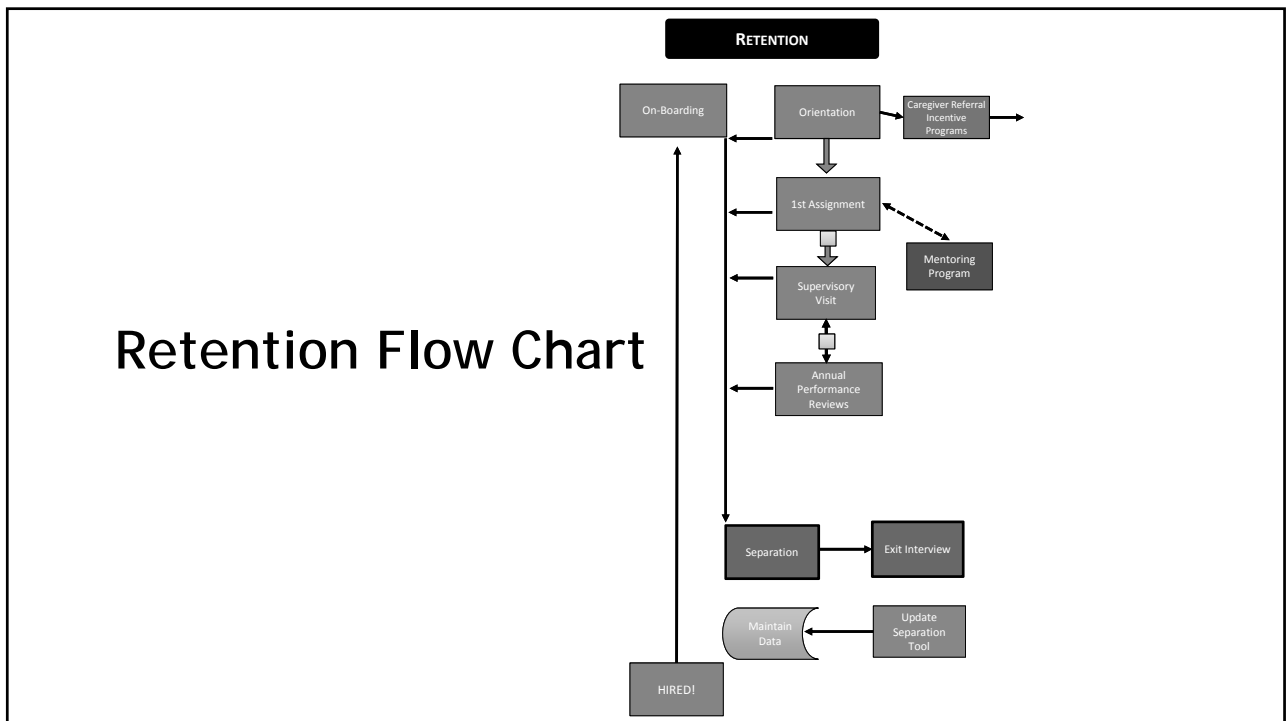
Soft Costs *(hidden/indirect)*

- ▶ Covering Open Shifts
- ▶ Impact on Client Relationship/Service
- ▶ Lost Knowledge: client/caregiver relationship
- ▶ Learning Curve: new caregiver/existing client
- ▶ Unemployment Ramifications
- ▶ Lower Morale due to overworked/high turnover
- ▶ Disruption of Operations
- ▶ Potential Chain Reaction

Capturing the Best and Keeping Them!

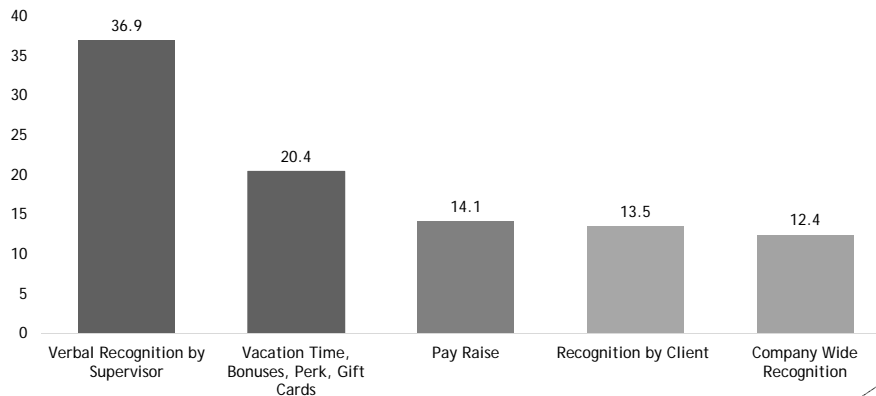
Reducing Caregiver Turnover





What Caregivers Look For

5 Top Ways Caregivers Prefer to be Recognized



6th Annual Edition Private Duty Benchmarking Study 2015
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On-Boarding

The Paper Chase

- ▶ Your Process
- ▶ First Impression
- ▶ Clear & Concise
- ▶ Easy to Complete
- ▶ What Happens Next



Orientation

The "Chevy" Chase

- ▶ Your Program
- ▶ Your Culture
- ▶ Brand Affirmation
- ▶ Clear & Concise
- ▶ Organized & Fun
- ▶ Interactive
- ▶ Various Learning Vehicles
- ▶ *Communicate* what happens next

The First Assignment

Chase Down: Wild Goose Chase or Storm Chasing

- ▶ The Procedure
- ▶ The Connection
- ▶ The Transition
- ▶ Support & Reassurance
- ▶ What Happens Next

Mentoring Programs

Who's Your Buddy?

- ▶ Description
- ▶ Pros & Cons
- ▶ How to Decide
- ▶ What to Consider

The First 90-Days

Chasing Rainbows

- ▶ The Process
- ▶ The Connection
- ▶ The Transition
- ▶ Ongoing Support & Resources
- ▶ *Communicate* what happens next

The Supervisory Visits *Lead the Chase*

- ▶ The Process
- ▶ The Connection
- ▶ Recognition
- ▶ Coaching & Training
- ▶ The Transition
- ▶ *Communicate* what happens next

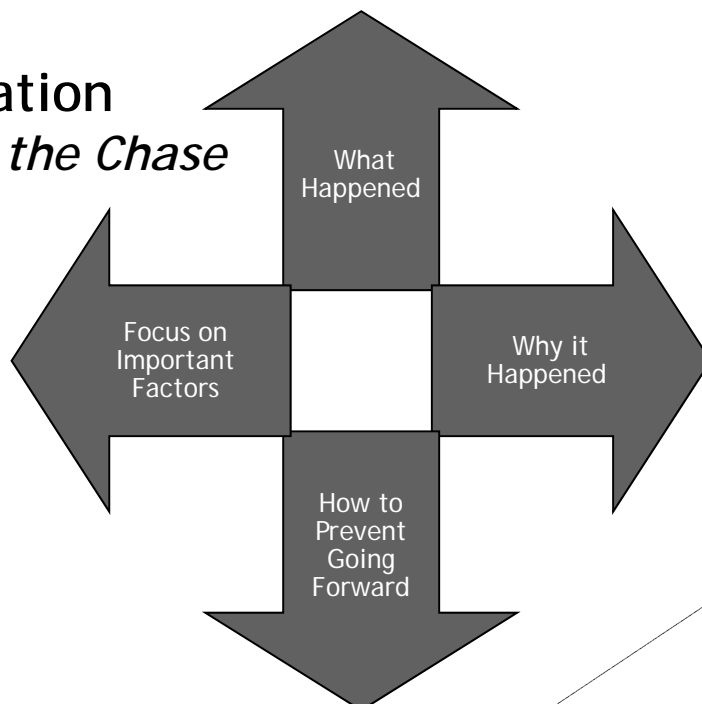
Performance Reviews *Lead the Chase*

- ▶ The Process
- ▶ The Connection
- ▶ Recognition
- ▶ Coaching & Training
- ▶ The Transition
- ▶ *Communicate* what happens next

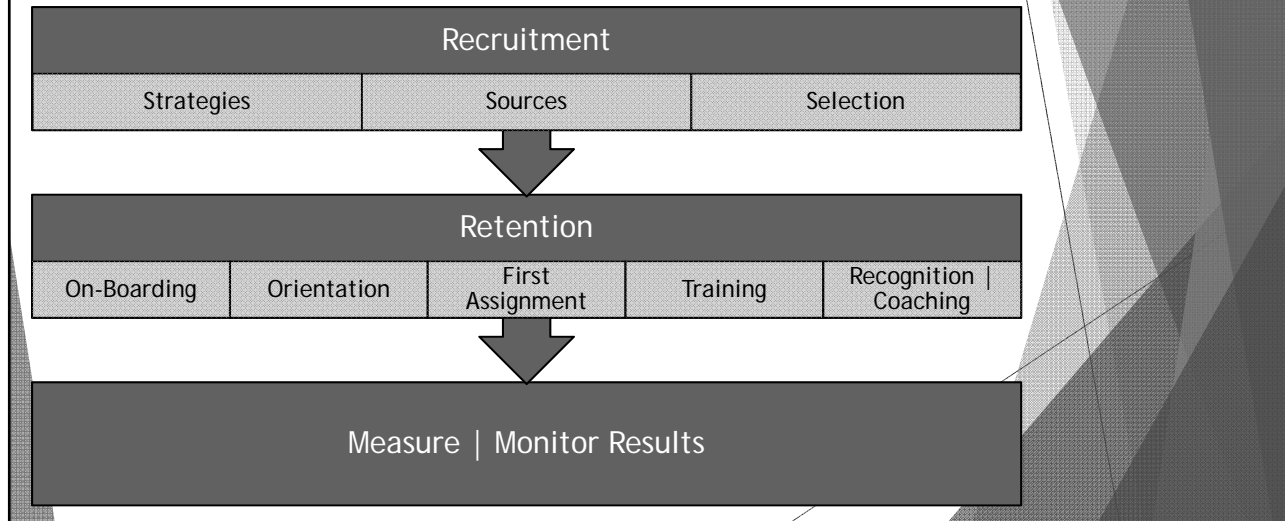
Appreciation | Recognition *Lead the Chase*

- ▶ The Process
- ▶ The Connection
- ▶ The Transition
- ▶ The Reward
- ▶ *Communicate* what happens next

Separation *Cut to the Chase*



Setting Up Your Recruitment | Retention Plan



Were Objectives Met?

	Provide a better understanding of recruitment process
	Identify recruitment sources, selection tools, & strategies to improve outcomes
	Discuss operational measurements for implementation
	Track and monitor effectiveness & accountability of recruitment/retention efforts
	Improve caregiver retention through best practices & data-driven documentation to reduce recruitment needs

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Thank You!

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