How to reduce turnover,
Increase customer satisfaction and
Grow your business through
Caregiver Certification Programs

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DON’T PUT BICYCLE TIRES ON YOUR LAMBORGHINI!
Am I making a big mistake?

I CAN START ON MONDAY
DEMAND IS INCREASING
“WILL YOU HAVE ENOUGH CAREGIVERS?”

65,000 AMERICANS ARE PROVIDING CARE TO A LOVED ONE
THAT’S ONE IN FIVE AND RISING
NEARLY 65% OF PROVIDERS RANK CAREGIVER SHORTAGE AS A TOP THREAT TO THEIR BUSINESS
BECOME AN EMPLOYER OF CHOICE

65% of caregivers say formal training is a factor on where they want to work.

MARKET PROFESSIONAL GROWTH:

85% of caregivers want more training opportunities.
SET YOUR COMPANY ABOVE THE REST

ATTRACTION AND RETAIN THE BEST

Attract

Reward

Educate

Empower

Train

Motivate

People Management
LET’S TALK: TRAINING FOR YOUR TEAM

WHAT DO YOU HEAR FROM APPLICANTS?
WHAT DO YOU HEAR FROM CURRENT EMPLOYEES?
WHAT RESPONSES WORK FOR YOU?

LET’S TALK BUSINESS!

WHAT QUESTIONS DO YOU HEAR FROM PROSPECTIVE CUSTOMERS RELATED TO TRAINING YOUR TEAM?
WHAT RESPONSES WORK FOR YOU?
7 WAYS TRAINING HELPS YOU WIN:

1. “WHO IS CARING FOR MOM?”
   ANSWER BEFORE IT’S ASKED
   AND BEFORE YOUR COMPETITOR DOES

2. CREATE PERSONALIZED TRAINING
   Let your clients know that every caregiver receives personal training before providing care
7 WAYS TRAINING HELPS YOU WIN:

3. INCREASE CLIENT SATISFACTION RATINGS AND REFERRALS BY IMPROVING QUALITY OF CARE

7 WAYS TRAINING HELPS YOU WIN:

4. INCREASE EMPLOYEE ENGAGEMENT

ENGAGED EMPLOYEES = ENGAGED CLIENTS

YIELDS 300% INCREASE IN BUSINESS GROWTH
7 WAYS TRAINING HELPS YOU WIN:

5. CONNECT WITH FAMILIES BEFORE THEY KNOW THEY NEED YOU

7 WAYS TRAINING HELPS YOU WIN:

6. PROMOTE CAREGIVER CERTIFICATES EARNED
   
   OFFER PINS TO CAREGIVERS
   
   ANNOUNCE CERTIFICATES IN A NEWSLETTER
   
   GET THE WORD OUT
7 WAYS TRAINING HELPS YOU WIN:

7. BUILD A CARE TEAM THAT CHANGES LIVES

A MOMENT ABOUT FAMILY CAREGIVERS
DEPRESSION
SLEEP DEPRIVATION
PREMATURE AGING
HIGH MORTALITY RATE

FACTS:

90% OF HOME CARE IS PROVIDED BY FAMILIES
FACTS:

49% OF ALL U.S. FAMILIES EXPECT TO BE PROVIDING CARE IN THE NEXT 5 YEARS.

FACTS:

61% OF FAMILY CAREGIVERS 50+ ARE EMPLOYED. 50% FULL-TIME.
NEARLY 70% OF FAMILY CAREGIVERS HAVE TO MAKE CHANGES AT WORK:

- TIME OFF
- SHORTER HOURS
- CHANGING JOBS
- STOPPING WORK
FACTS:

FAMILY CAREGIVERS 50+ WHO LEAVE THE WORKFORCE RISK LOSING OVER $300,000 IN WAGES/BENEFITS.

BUILD TRUST, CONFIDENCE IN CARE
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