FEATURE ARTICLE

Private Duty Home Care at NAHC
Advisory Board Profile: Neal Kursban

The Private Duty Home Care Advisory Council is made of some of the most experienced and talented leaders in the private duty community. Each of our Advisory Council members is committed to the mission and vision of the organization and ensuring our members are well represented and receive the tools, support, and resources you need to provide the highest quality and caliber care and services to your clients and families.

In our reoccurring Advisory Council Profile series, we invite you to get to know our advisory board members better through a short Q&A interview and learn more about why they choose to dedicate their professional lives to the home care community.

This week we have the pleasure of sharing a little more with you Neal Kursban, CEO, Family & Nursing Care, and one of the newest members of the Private Duty Home Care Advisory Council.

Neal, tell me about how you would describe what you do to someone you just met.

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TOP STORIES

New Webinar: Add to Your Bottom Line Through Implementation of a Caregiver Mentoring Program

Private Duty Home Care at NAHC will present an important new webinar, Add to Your Bottom Line Through Implementation of a Caregiver Mentoring Program, on Wednesday, April 14, 2021 from 2:00PM to 3:00PM Eastern.
REGISTER

Discover how you can add to your organization’s bottom line profits through the implementation of a Caregiver Mentoring program. Please join Erik Madsen, CEO of Home Care Pulse, and Miriam Allred, Marketing Project Manager, at Home Care Pulse as they discuss the impact a Caregiver Mentoring program can have on the satisfaction and retention levels of your caregivers. They will take a deep dive into recent caregiver mentoring pilot program results, best practices for program implementation and how to calculate the positive impact to your financial bottom line.

Faculty

- Erik Madsen, CEO, Home Care Pulse
- Miriam Allred, Marketing Project Manager, Home Care Pulse
- Kathy Febraio, CAE, President/CEO, New York State Association of Healthcare Providers, Inc.

Registration Fees

Members: Free
Non-members: Free

April 2021 Home Care Pulse Data Point: Professional Caregiver Training

While in-home care is often divided into skilled and nonskilled, this is a misnomer: every role in caregiving requires skills, knowledge, and training. Better-trained caregivers are more likely to provide better care, have higher job satisfaction, and stay with an agency longer.

Even before COVID-19, most agencies were shifting to online caregiver training because of the quality and flexibility it provides. While the ideal format is to use both online and in-person, agencies that aren’t offering some form of online training are losing the battle to attract and retain caregivers.

Read more about choosing the right online training partner.

Remember, NAHC members like you get a discount on caregiver training!

Click thru to see the data point!

Why Joe Biden’s Economic Plan Includes Home Health Care, Not Just Roads And Bridges
Building roads and bridges is good for the economy, pretty much everybody agrees. But helping senior citizens stay out of nursing homes? Raising pay for child care workers?

President Joe Biden says those sorts of initiatives can help, too. And he’s got a strong case.

Ever since the 2020 presidential campaign, Biden has talked about having the government spend a lot more on caregiving — for children, older adults and disabled people. And although the proposals themselves were mostly variations on ideas like universal child care that Democrats have proposed before, Biden pointedly included them as part of his economic agenda, arguing they would create better, higher-paying jobs and unleash untapped potential for growth.

Now Biden is president, and his approach hasn’t changed. On Wednesday, he introduced the first half of what he has called his “Build Back Better” agenda. And although he proposed big new spending on traditional infrastructure projects like bridges and waterways, he also proposed a dramatic increase in federal support for “home- and community-based services.”

New Webinar: Digitally Engaging, Training and Supporting Family Caregivers

Private Duty Home Care at NAHC will present an important new webinar, Digitally Engaging, Training and Supporting Family Caregivers, on Thursday, May 6, 2021 from 3:00PM to 4:00PM Eastern.

When an aging parent or relative needs their help, family members are often thrust into a caregiving role that they’re not equipped to handle with their existing knowledge or skills. The more you can support them with easy-to-understand educational materials and guidance, while demonstrating how your services can ease their burden, the better your opportunity to connect with this vital audience sooner. This webinar will cover how to best leverage your digital presence and technology platforms to effectively reach family caregivers, convert them into clients, train and support them, and sustain stronger brand loyalty.

Learning objectives:

- Effectively targeting and engaging family caregivers through digital advertising
- Best practices for creating online educational support resources
- Leveraging technologies that can deepen engagement and communication
The Gratitude Symposium

Forty-five well-known experts are banding together to provide healthcare workers and students with a month-long series of presentations meant to thank, teach, and inspire those in healthcare.

Healthcare has always had challenges, and these past 14 months have taken the word "challenge" to new heights. And as they always do, healthcare workers met and exceeded the challenge.

Topics range from the future of healthcare, role of the board, employee and physician engagement, patient experience, medical group management, process improvement, diversity, equity, inclusion, and more. Each talk will offer inspiration and learning opportunities.

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RESOURCES

- The Human Experience 2020: Vision for the Future of Health Care - The Beryl Institute
- Littler Operational Guidelines for the Home Care Industry Amid COVID 19 - Littler Mendelson, P.C.
- PDHCA Education - PDHCA Website

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