

Part 1:

AGENCY GROWTH SECRETS

The Complete Guide to
Recruiting Caregivers



CareAcademy™

ABOUT CAREACADEMY

For busy home care agency owners who want to grow their businesses, CareAcademy provides online caregiver training that empowers caregivers and improves the lives of older adults through engaging content and easy to use technology.



**#1 Provider of
Online Training**



Portable Records



**60 State-Approved
Topics**



Online Dashboard



Mobile Compatible



Customer Support

INTRODUCTION

At CareAcademy, we work with hundreds of home care agencies across the nation, from franchises to independent agencies, and from agencies with 2 caregivers to agencies with 500. There are several things all home care agencies have in common: struggling to recruit and retain caregivers.

In order to help agency owners learn from each other and foster growth in the industry, CareAcademy interviewed 4 top home care agencies that have seen tremendous growth over the last few years to find out what their agency growth secrets were.

Some of the questions we asked:



What channels did they use to recruit caregivers?



What was their onboarding process like?



What were some quick tips they could quickly implement that made a difference in reducing no-shows?



How did they upskill caregivers?

ABOUT THE INTERVIEWEES



Wayne Gentry

Owner, Home Helpers Home Care - London, KY

Wayne was able to grow his agency from 0 to 150 caregivers and to 2800-3000 billable hours/week in just 3 years! He was able to do all of this while accepting no Medicaid. In 2019, his agency was awarded the Home Care Leader of Excellence award, Employer of Choice award, and Provider of Choice award. In 2018, they were awarded the Veteran Advocate of the Year for 2018. Wayne is proud of his low retention rate in the first 30 days, which he attributes to his caregivers and client service managers.

ABOUT THE INTERVIEWEES



Peggy Milne

Owner, Home Helpers Home Care - San Mateo, CA

Peggy Milne and Mitch Williams opened their Home Helpers office in 2012 in San Mateo County, CA. Their agency has had tremendous growth and success over the years. They've received the "Leader in Excellence" award 4 years in a row and the "Employer of Choice" and "Provider of Choice" award 5 years in a row from Home Care Pulse, in addition to many Home Helpers and growth awards every year.

ABOUT THE INTERVIEWEES



Andrea Cohen

CEO & Co-Founder, HouseWorks

Andrea is a visionary leader who takes an entrepreneurial approach to service delivery. Under her leadership, her team built one of the largest, independent private home care companies in the country, employing ~500 caregivers in Boston and Philadelphia. She sits on the Board of The Commonwealth Institute, the Schwartz Center Leadership Council, and the Caregiver Action Network. She also serves as an appointee to the Massachusetts Women Forum and acts as an advisor to HomesRenewed and has advised several companies including Care.com, Confidant and Serality—all which provide innovative, online solutions for family caregivers.

RECRUITING PROCESS

Why is it so hard to recruit caregivers? Well, unemployment is at the lowest it has been for 50 years, and caregivers have so many options for where they want to work! Home care agencies are competing against Uber/Lyft, Amazon, and retail companies to hire. That means it's more important than ever to create and refine your recruiting process. **In this guide, we've outlined the processes and tactics you should be using to:**

1. **Get more applicants**
2. **Interview those applicants (and get them to show up for the interview!)**
3. **Get your new hires to orientation**

GETTING MORE APPLICATIONS

The first step is getting people to apply. How can you attract potential caregivers? Here are the quick list of things you should make sure you're doing:

- 1. Diversify your channels (Facebook, Craigslist, myCNAjobs, care.com, Indeed)**
- 2. Create a referral program and market it**
- 3. Write better job posts using a winning formula**
- 4. Flyer in neighborhoods with a high concentration of clients**
- 5. NEVER stop hiring, even when your client load falls or slows down**

GETTING MORE APPLICATIONS

Here's why we put those items on the list:

1. Diversify your channels:

For the home care agencies we interviewed, many noted that different marketing channels to recruit caregivers worked in different locations.

For example, Craigslist worked in some cities, while it did not generate any results in other cities. If you haven't tested multiple channels for recruiting yet, that should be your first step. Collect data on what works, and double down on your efforts there.

2. Create a referral program and market it:

There was a general consensus amongst agencies that referrals from other caregivers and word of mouth was the best source for recruiting new caregivers. Create a referral program for your caregivers to incentive this!

Some specific tips on this:

- If you're worried about cost, offer the referral bonus if the new hire **stays for at least 90 days.**
- Or, offer the bonus amounts in tiers depending on how long the new hire stays for.
- Market your caregiver referral program in caregiver newsletters
- Take every chance you can to mention the referral program: during orientation, caregiver reviews, a caregiver newsletter. If someone you gave an offer to declines the offer, ask them if they know anyone they could refer.

GETTING MORE APPLICATIONS

3.

Write better job posts:

Most job ads look the same and follow the same formula:

Paragraph about the Company and what the Company does

Paragraph about what the Caregiver is going to be doing.

Bullet Point List of the Caregiver's duties / responsibilities

Bullet Point List of what the Caregiver will get, which usually includes:

- Flexible Schedule
- Paid Time Off
- Paid Training
- Travel Reimbursement
- Performance Bonuses
- Work Close to Home
- Referral Programs

Bullet Point List of Job Requirements, which usually includes:

- Able to pass Criminal Background Check
- Drivers License + Clean Record + Reliable Car + Insurance
- Certification or Experience Requirement

WHAT
EVERYONE
ELSE IS
DOING

Caregiver

Apply Now:
https://www.seniorcare.com/jobs/11000011/Mature-Caregiver-Home-Caregiver-positions-in-revere-and-boston-landlord-also-compassionate-caregiver_hes_001

Caregiver
Mature Caregivers is a leading in-home care company providing experienced and dedicated caregivers to families in need of assistance for one of three members. Our mission: age 70-plus, employees work to improve health and daily living experiences to enhance the quality of life for our clients. Our services range from companionship to full-time care 24 hours per day 7 days per week. Join our dedicated and passionate team of caregivers in one of the following capacities:

Companions
Duties include:
- Conversation & Companionship
- Senior Meal Preparation
- Light Housekeeping
- Errand Services
- Grocery Shopping
- Occasional Transportation
- Laundry & Linen Washing
- Clothes Shopping
- Recreational Activities
- Grooming & Grooming Guidance
- Organize Incoming Mail

Certified Nurse Assistant (CNA) - Personal Care Aide
Duties include (in addition to those listed above):
- Bathing
- Mobility
- Transferring & Positioning
- Incontinence Care
- Medication Reminders
- Oral Hygiene
- Special Diet Meal Preparation
- Feeding
- Bedding

Job Requirements:
- Current Driver's License
- Social Security Card
- Level 2 ABICA Background Screening

Apply Now:
https://www.seniorcare.com/jobs/11000011/Mature-Caregiver-Home-Caregiver-positions-in-revere-and-boston-landlord-also-compassionate-caregiver_hes_001

• Principals only. Recruiters, please don't contact this job poster.
• Do NOT contact us with unsolicited services or offers.

post at 6/24/2022 posted 15 days ago updated 15 days ago [view details](#) [close](#)



compensation: Up to \$18/hour
employment type: part-time

GETTING MORE APPLICATIONS

In order to attract more caregivers to apply, try flipping the script and write your job posts in a way that will get caregivers excited and get them to apply to your agency.

01	Headline	Catch the caregiver's attention
02	Paragraph 1	Meet the caregiver where they're at and show you understand
03	Paragraph 2	List reasons why your company is the preferred employer
04	Paragraph 3	Communicate your primary advantage and list three benefits caregivers get from the advantage
05	Call to Action 1	Invite applicants to submit and tell them what to expect.
06	Bulleted Lists	List your company's top benefits and the position's requirements.
07	Paragraph 4	Write a "press-release style" About Us section
08	Final Call to Action	Invite them to learn more on your website

Most job ads are **company focused** when they should be **employee focused**.

To learn more about the double your caregivers job formula, watch our **pre-recorded workshop**.

GETTING MORE APPLICATIONS

4. **Flyer in neighborhoods with a high concentration of clients:**

We know that back and forth travel time is a contributing factor to a caregivers' satisfaction with their job. If the caregiver lives close to their client's home, it's easier and more convenient for them.

Top agencies are tracking geographic data on the concentration of clients and caregivers in different neighborhoods. Then, they are spending more effort recruiting in neighborhoods where they have a high concentration of clients and a low concentration of caregivers, with the hope that they can match more caregivers and clients who live in the same area.

5. **Never stop hiring:**

You never want to be in a situation where you have to refuse clients because you don't have enough caregivers to service them - that's going to be a big barrier to your growth.

You also don't want to be frantically calling your current caregivers and pressuring them to take last minute shifts - that is a sure way to burn them out and cause them to turnover. Even if your clients slow down during the holiday season, continue hiring aggressively. If you do end up in a situation where you have too many caregivers and not enough "work" for them to do, remember that they can always help out with other activities.

Other activities your caregivers can help out with:

- Marketing to acquire more clients
- Marketing to recruit more caregivers
- Helping put up flyers in neighborhoods
- More experienced caregivers can help out the office staff

FROM APPLICATION TO INTERVIEW

The next step after you have a good pool of applicants is to ensure they make it through the interview process and become a new hire.

1. Follow up with applicants within 24 hours

2. Make the phone screen a two way interview

3. Ask interview questions that test for both skill and judgement

4. Gather interview questions from all parts of your office staff

5. Create more touchpoints before an in-person interview

FROM APPLICATION TO INTERVIEW

Here's why we put those items on the list:

1. Follow up with all applicants within 24 hours:

According to the 2019 Home Care Pulse Benchmarking Study, **the top reason a caregiver chooses to work at an agency is that it was the first agency they applied to.** While you can't ensure that a caregiver applies to your agency first, you can expedite the hiring process so that you can increase the chances that you are the first agency that offers them a job.

2. Make the phone screen a two way interview:

A phone screen is the first impression a caregiver gets of your organization. It's no longer just about you interviewing the caregiver, but the caregiver is also interviewing you. They have a huge number of employers who want to hire them, so they don't have to settle for a place that doesn't give them a good impression. Make sure to clearly state what your agency can provide the caregiver with and how you can help support them in reaching their goals. **Take note of this information** - if the interviewee is hired, you'll want to know the ways you can best retain the caregiver.

3. Ask interview questions that test both skill and judgment:

For skill: If you are hiring for a role that requires experience, does the caregiver have the training they need to handle higher acuity clients? If not, do you have the training in place at your organization to re-skill or upskill them?

For judgment: Ask questions like: "In X emergency situation where XYZ happens, what would you do?"

FROM APPLICATION TO INTERVIEW

4.

Gather interview questions from all parts of your office staff:

If you are the owner of a home care agency, you may not know all the nuances of your agency anymore. What are the struggles your managers often have with new caregivers? What about your care coordinators? Gather feedback from all parts of your office staff and formulate interview questions that address their concerns.

5.

Create more touchpoints before an in-person interview:

Many home care agencies struggle with no-shows for the in-person interview. While this is inevitable, agencies that sent out multiple reminders and created more touchpoints with caregivers were able to see their no-shows decrease.

Make sure you are following up:

- **Via email** right after the phone screen if you are interested in another interview and offer potential times for an in-person interview within the same week. If the interview is more than a week after the phone screen, call them within the same week to check-in.
- **Call** them and **text** them a reminder the day before the scheduled interview to confirm they will come.

Bonus Tips

1. During the interview, be clear about what the career path at your agency looks like. If they hit specific goals, will your agency give them a raise? If you are hiring a homemaker, can you provide them training to upskill them to a Home Health Aide? If you aren't providing a path up for caregivers, they can essentially find the same or a better job elsewhere.

2. If you're having a lot of trouble with no-shows or you're getting applicants who have never had any experience as a caregiver, you can add pre-employment screening. CareAcademy's introductory course, **CARE0101: What Does it Mean to be a Professional Caregiver**, will give the potential caregiver a good idea of what their job will entail. If the potential new hire doesn't start the training at all, it could be an indicator they aren't that interested in your organization and will likely no-show. If they start and stop halfway in, it could be an indicator that being a caregiver wasn't what they expected and they aren't a good fit for the job. If they complete their training before their interview, it's a good indication that they are interested in the position and in your organization!

FROM NEW HIRE TO ORIENTATION

Now that you've interviewed potential caregivers, how do you make sure they show up to orientation?

1. Hire on the spot

2. Add new hires to a caregiver email and texting list

3. Have caregivers get started on their training before orientation

4. Check in on your caregivers between hire date and orientation

FROM NEW HIRE TO ORIENTATION

Here's why we put those items on the list:

1.

Hire on the spot:

If you're able to hire someone on the spot the day of their interview, that will decrease the chances of an applicant dropping off. Even better, you can:

- Have them meet with a scheduler/office staff immediately to establish a human connection.
- Nail down their availability on the spot to decrease back and forth communication.
- Get them set-up with the paperwork they'll need before the start working. Have these packets of paperwork prepared beforehand (either physical copies or electronically). They can fill these out in the office before they leave.
- Get the information you need to perform a CORI check after they leave, and before orientation. If anything comes back from the check, you can tell them not to come to orientation.

2.

Add new hires to an email and texting list:

If you don't have one already, create an email list for all your caregivers and make sure you're adding new hires to this list to make sure they stay up to date in any communications. You can send out weekly newsletters welcoming new hires and use the newsletter as a chance to mention your referral bonus.

FROM NEW HIRE TO ORIENTATION

3. Get started on training early:

If you are in a **state that has training mandates**, get ahead of them by assigning your caregivers the required training they need as soon as possible so that they have enough time to complete it. If you are in a state that does not have the required training, don't overlook the need to prepare your caregivers for their job, whether that be soft skills training on what it means to be a caregiver and how to speak with older adults, or hard skills training on how to transfer someone safely.

4. Check in on your caregivers between hire date and orientation day:

Home care agency owners could not say enough about the importance of keeping open lines of communication with caregivers at all times. Make sure your office staff is calling caregivers between the date they are hired and orientation day to check in on them and confirm they are coming.

Bonus Tip

Agency owners often have trouble with #3, getting caregivers to quickly complete their training so that they can start working as soon as possible. CareAcademy makes this easy by automatically assigning your caregivers the classes they need to take to meet your state's mandates. If your state does not have training requirements, the system assigns your caregivers a recommended initial training curriculum. Agency administrators can also customize an agency-specific curriculum using our library of 60 state-approved courses.

All caregivers need to do is log into the platform on their smartphone, and take the classes from their phones! They don't need a computer or spend time traveling to the office to complete the training. CareAcademy also sends out reminders for caregivers to complete their training, leading to a 90%+ class completion rate!

Agency admins don't need to spend time coordinating caregivers to come in, developing the curriculum, and holding the actual training. You also won't need to spend hours calling caregivers to make sure they complete their training or on trying to figure out how the system works because it's simple and intuitive!

FROM NEW HIRE TO ONBOARDING

After you've managed to recruit more caregivers, the next step is retaining them! In Part 2 of our Agency Growth Secrets guide, we will go over best practices for:

- What to go over during orientation
- How to set goals for your caregivers in the first 90 days
- What you should do in the first 90 days of hiring a new caregiver
- How to retain caregivers beyond the first 90 days

We'll also give you a sneak peek at the criteria you can use to set benchmarks for your caregivers and a sample training schedule!

Get Part Two: The Complete Guide to Retaining Your Caregivers

**DOWNLOAD
PART 2**

Contact Us:

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Email: sales@careacademy.com

