



Recruitment & Retention Strategies for Growth

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Strategies Grounded In...

**9 YEARS RESEARCH
+ RECENT STUDY**



**13 Strategies -
Discussing 6 Today**

**MANAGING
CAREGIVER NETWORK**



**LARGEST CAREGIVER
NETWORK IN THE NATION**

**WHAT WE
SEE IN PRACTICE**



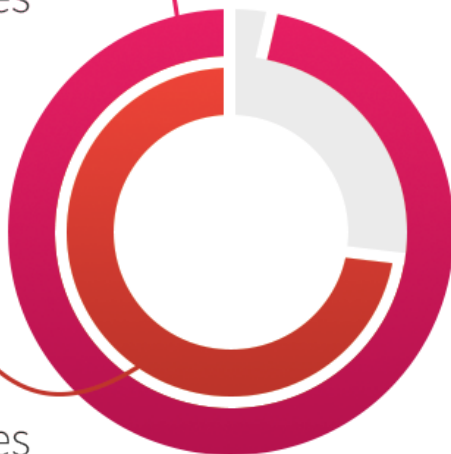
98%

of **home care** executives
are concerned about
recruitment



72%

of **home care** executives
are **EXTREMELY** concerned
about recruitment



**WE ARE
HIRING**

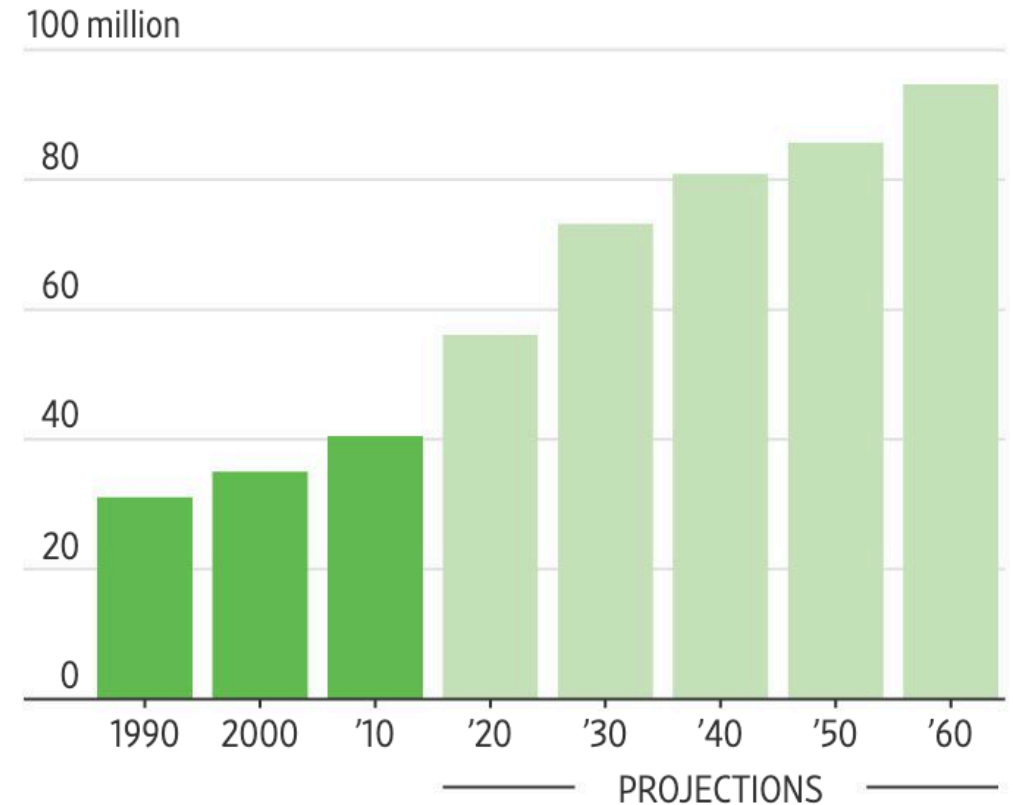
61%

of home care agencies report turning
down a case within the past 60 days
due to lack of staff

Supply & Demand Has Changed

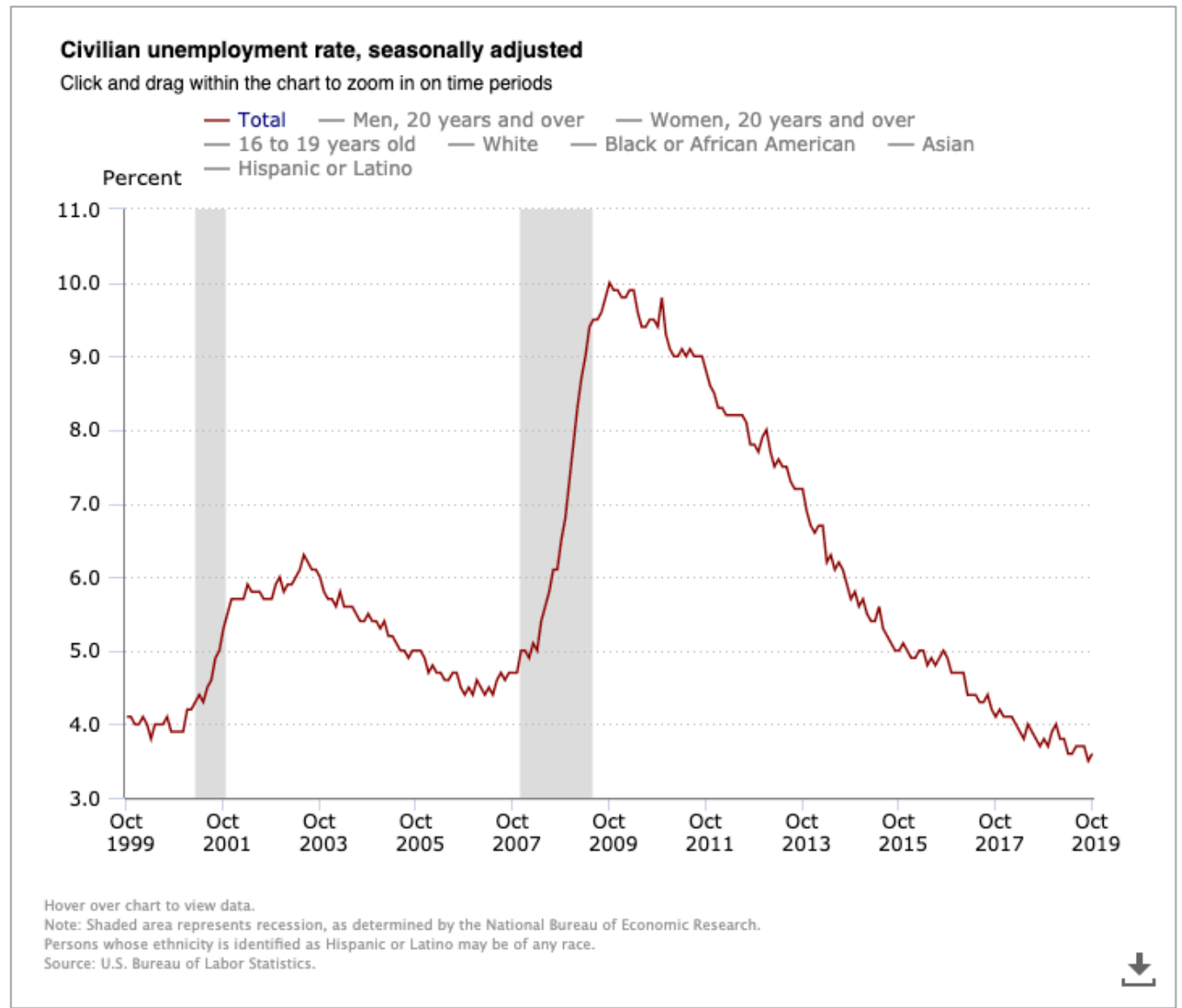
- More People Need Care
- More Companies Need More Caregivers

U.S. population aged 65 and older



Sources: Census Bureau (population); Merrill Lynch/Age Wave

Unemployment Dropped



Inside Senior Care, Here's Where They Want To Work

Caregivers Report
Where do you want to work?



With Low Unemployment, The Face Of Competition Is Changing



STRATEGY #1

There Are Fundamentally Not Enough Workers

Create Them

- Hire for heart. Train for skill.
- Eliminate old requirements.



Let's Talk About Wages – Two Camps

I do this job
because I love
my clients



How am I
going to
survive?



Donna [REDACTED] I work as a CNA at hospital in Illinois, at same hospital I worked in housekeeping. when I took the CNA job it was only part time, not only did I make almost 1 dollar more in housekeeping, my insurance went up 100.00 a paycheck because it is technically part time. I have to continue to pick up in housekeeping to get my hours. I find it horrible that housekeepers and done fast food chains make more then I do. doesn't going to school to better yourself mean anything in this country

19%

Of caregivers are currently considering leaving the profession because they don't feel they can earn enough money

What Are
You Willing to
Work For?

2020 National Averages





Want to see the latest
pay trends in YOUR city?

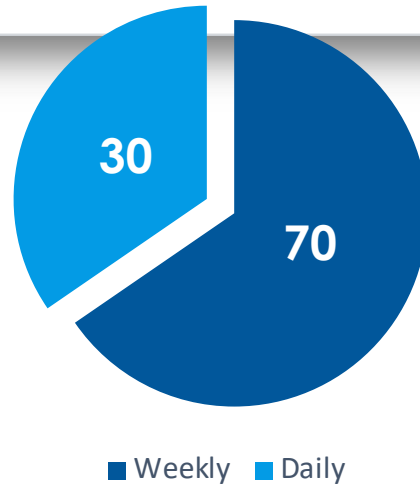
myCNAjobs.com/pay

| | Caregiver | CNA/HHA |
|---------------|-----------|---------|
| Alabama | \$11.11 | \$11.55 |
| Alaska | \$14.56 | \$15.37 |
| Arizona | \$13.04 | \$13.96 |
| Arkansas | \$11.33 | \$11.90 |
| California | \$14.40 | \$15.27 |
| Colorado | \$13.71 | \$14.77 |
| Connecticut | \$13.72 | \$14.21 |
| Delaware | \$12.60 | \$13.47 |
| DC | \$14.78 | \$14.94 |
| Florida | \$12.54 | \$13.01 |
| Georgia | \$11.99 | \$12.17 |
| Hawaii | \$14.46 | \$15.81 |
| Idaho | \$11.51 | \$12.83 |
| Illinois | \$12.95 | \$13.59 |
| Indiana | \$12.00 | \$13.18 |
| Iowa | \$12.74 | \$13.96 |
| Kansas | \$11.91 | \$12.40 |
| Kentucky | \$12.04 | \$12.89 |
| Louisiana | \$10.81 | \$11.16 |
| Maine | \$13.74 | \$14.35 |
| Maryland | \$13.73 | \$14.01 |
| Massachusetts | \$14.78 | \$15.35 |
| Michigan | \$12.13 | \$13.23 |
| Minnesota | \$14.04 | \$14.71 |
| Mississippi | \$10.73 | \$11.25 |
| Missouri | \$11.80 | \$12.46 |

| | Caregiver | CNA/HHA |
|----------------|-----------|---------|
| Montana | \$12.73 | \$13.50 |
| Nebraska | \$12.50 | \$13.69 |
| Nevada | \$12.68 | \$13.67 |
| New Hampshire | \$13.98 | \$15.28 |
| New Jersey | \$13.92 | \$14.21 |
| New Mexico | \$11.99 | \$13.38 |
| New York | \$14.44 | \$14.66 |
| North Carolina | \$11.60 | \$11.92 |
| North Dakota | \$14.14 | \$15.06 |
| Ohio | \$11.80 | \$12.49 |
| Oklahoma | \$11.58 | \$12.19 |
| Oregon | \$13.77 | \$15.44 |
| Pennsylvania | \$12.29 | \$13.46 |
| Rhode Island | \$13.98 | \$14.97 |
| South Carolina | \$11.57 | \$12.21 |
| South Dakota | \$12.43 | \$14.05 |
| Tennessee | \$11.47 | \$12.45 |
| Texas | \$11.91 | \$13.00 |
| Utah | \$13.09 | \$13.28 |
| Vermont | \$14.32 | \$14.79 |
| Virginia | \$12.36 | \$12.53 |
| Washington | \$14.41 | \$15.73 |
| West Virginia | \$10.76 | \$12.11 |
| Wisconsin | \$12.32 | \$13.54 |
| Wyoming | \$12.54 | \$13.66 |

Weekly Pay is Preferred

Quick poll. Some companies are starting to offer daily pay. Want to know what you think. Do you PREFER daily or weekly pay? Comment on why - we'd like to know what you think!



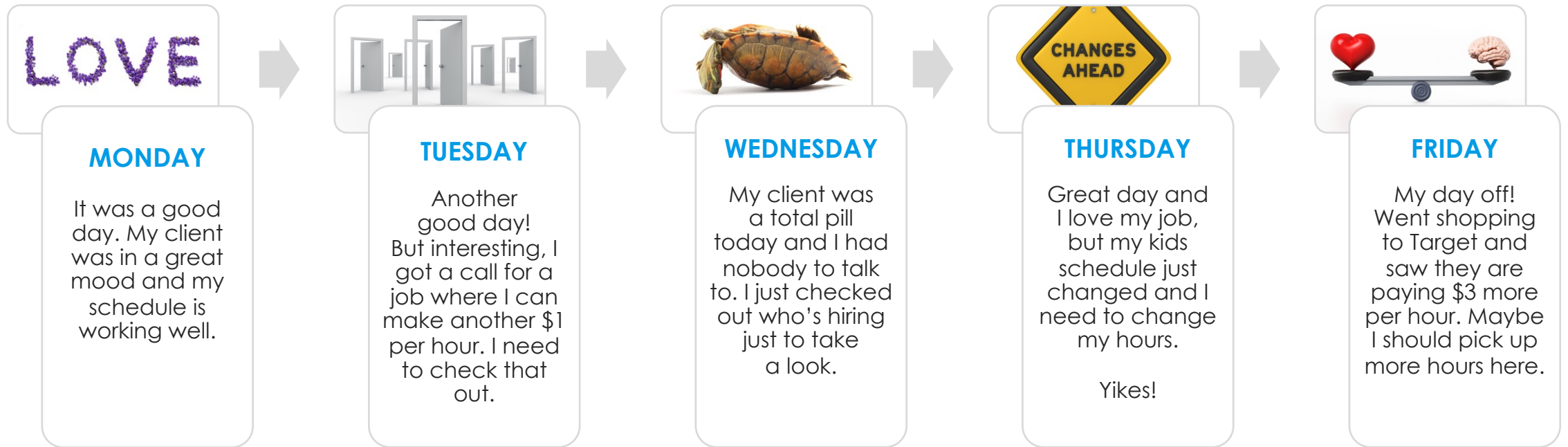
STRATEGY #2

Do Competitive Reviews Quarterly from the perspective of a caregiver

- Other home care companies
- Local registries
- Assisted Living / Nursing Homes / Hospitals
- Local Mall / Target / Walmart
- Costco / Sam's / Amazon
- Search similar wage jobs on many job boards – see what comes up
- Talk to caregivers that are interviewing



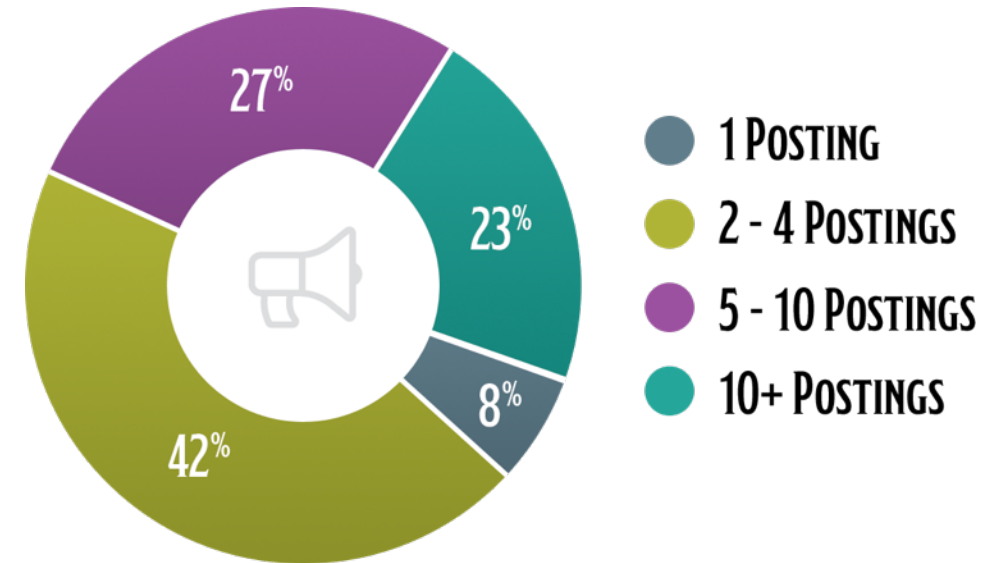
Here's How A Caregiver Thinks About Work



Most Companies Are NOT Visible Enough When Caregivers Search For Work

Sixty-two percent of companies post **fewer than five** total jobs each month. Jobs typically leave “first page market results” within 96 hours or sooner.

of Jobs Posted Monthly



Need To Have Good Content

In a random sample of 100 job posts on myCNAjobs.com, sixty-five percent of posts contained more screening and requirement verbiage than verbiage describing the benefits and opportunity.

Need more applicants?



Focus eighty-percent of job content on “what’s in it for the caregiver”



“ I don't answer the phone if I don't know who's calling.

Carmen

CAREGIVER • 3 YRS



Only 57% of companies report using texting to recruit today.

WOW.



RESPOND TO EMAIL **3-8%**



RESPOND TO PHONE CALLS **10-20%**



RESPOND TO TEXT MESSAGING **20-30%**

STRATEGY #3

Be More Visible & Connect With More Caregivers

- Fresh job posted at least every 72 hours
- Vary posts across partners
- Have GOOD content that will drive conversions
- Reach out same-day
- Implement multi-channel communication approach



#1 Reason A Caregiver Leaves A Job?

Different Hours



Client connections are critical



I love my patients.
It's what keeps me.

Murna



STRATEGY #4

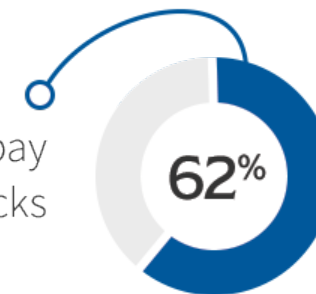
Keep A Pulse On Two Important Aspects of Your Caregiver Relationships

- Are they getting the hours they want?
- Are they well connected to their client?





of home care agencies don't pay
for required background checks



STRATEGY #5

Reduce Hiring Barriers

Make It Easy
To Join Your Team



STRATEGY #6

**Think differently about how to measure
recruitment & retention.**

What gets measured gets managed.



Want To **Hear** The Voice Of The Caregiver & **Access 8 Additional Strategies?**

- 15+ Videos
- Why I choose an employer
- Why I leave an employer
- Importance of pay
- Impact of online reviews



Access more growth strategies



Would you like a copy of the 2020 Caregiver Trend Report & an invitation to attend the upcoming webinar?

 **Yes**

 **No**





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