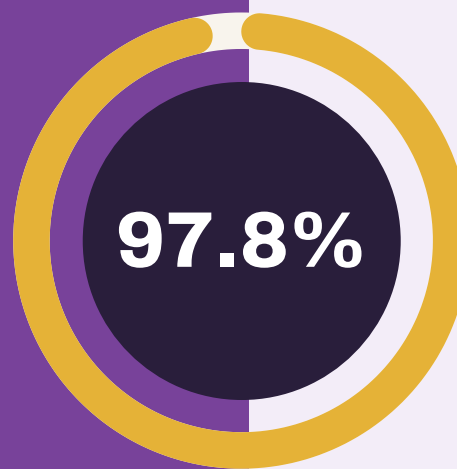


# 2022 HCP Benchmarking Report

## Impact of Caregiver Shortages

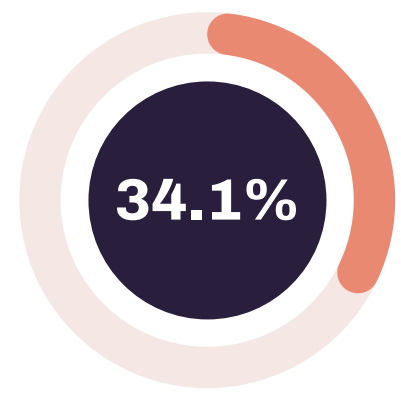
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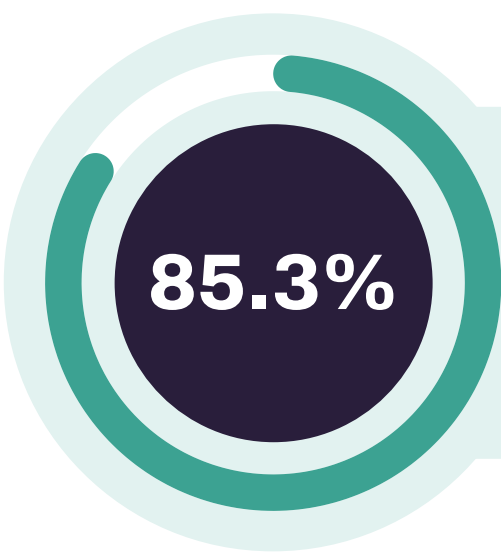
97.8% of agencies said that caregiver shortages had a **negative impact** on their business.



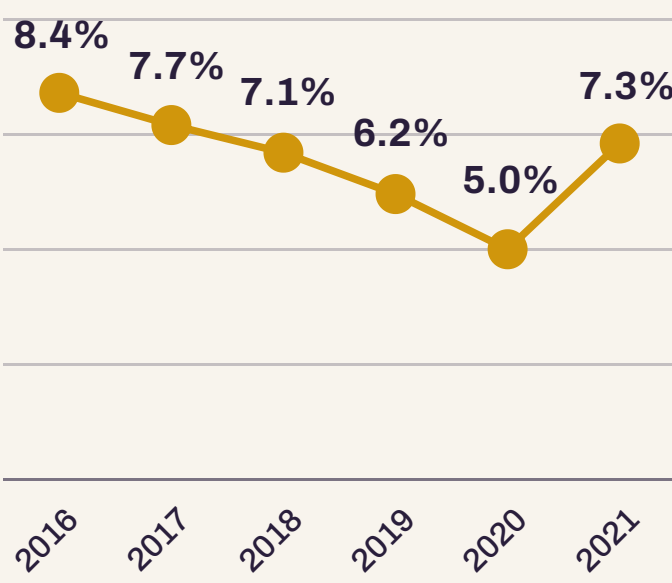
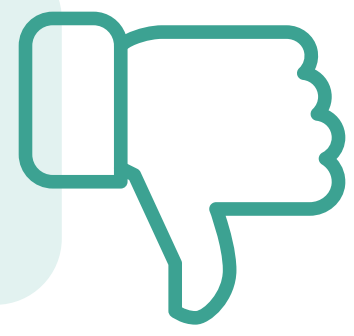
The number of agencies who said it had an **extremely negative impact** jumped nearly **10%** from last year to



The percentage of agencies saying they *aren't* experiencing caregiver shortages at all is the **lowest it's been in 3 years**.



Over 85% of agencies had to **turn down cases** due to caregiver shortages.



## Median Client Growth Rate

increased by 2.3%, to 7.3% after 4 years of decline. It is back to pre-2018 rates.

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## Top 5 Recruitment Sources

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| Rank* | Recruitment Source  | Median Caregiver Acquisition Cost | Median Caregiver Turnover |
|-------|---|-----------------------------------|---------------------------|
| 1     | Internet - Indeed.com (Free & Paid)                         | \$561                             | 84.5%                     |
| 2     | Employees - Current (Employee Referral Program)             | \$837                             | 31.6%                     |
| 3     | Internet - myCNAjobs.com                                    | \$440                             | 77.4%                     |
| 4     | Referrals - Word of Mouth (Reputation)                      | \$167                             | 23.4%                     |
| 5     | Internet - Social Media (Facebook, Twitter, LinkedIn, etc.) | \$363                             | 60.1%                     |

\*From a list provided, survey participants were asked to select their top two most effective caregiver recruitment sources and methods used in 2021.

## Top 3 Caregiver Benefits Provided

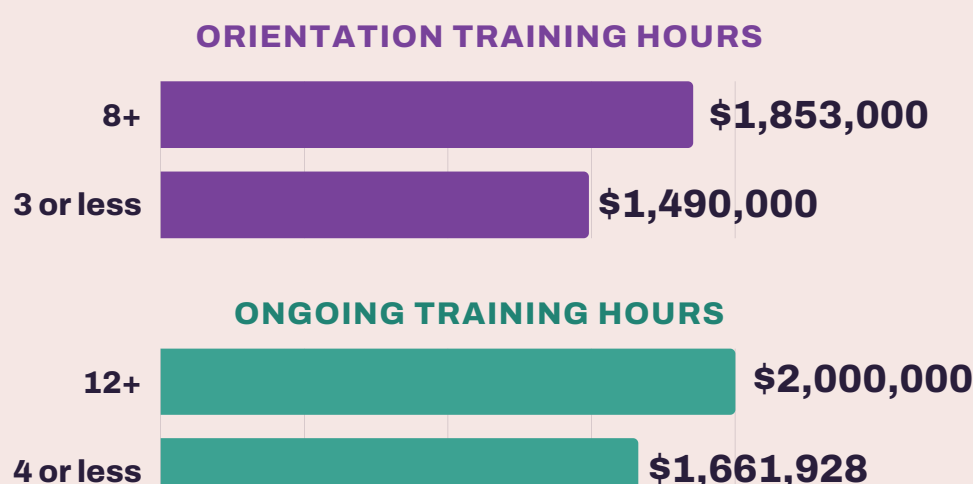
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HCP Training was the **most popular** professional training choice.

**HCP Training**

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## Revenue per Caregiver Employee

by Orientation vs. Ongoing Training Hours

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