



Attract and Hire Top Home Care Talent in 2022

2022 Home Care Growth Summit

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The Hiring Landscape

ECONOMY | U.S. ECONOMY

Jobs Gap Has Grown to Two Unemployed Workers Per Three Openings Since Summer

Total openings stayed near record levels in October as people quit positions at a strong pace



There are more than 11 million job openings in the U.S., according to estimates from job-search site ZipRecruiter.

There are 2
unemployed
job seekers
for every 3
open jobs



There's A Shortage Of Home Health Aides For The Elderly, And It's Getting Worse

CNN health

LIVE TV

Pandemic-fueled shortages of home health aides strand patients without care

By Judith Graham, Kaiser Health News

Updated 4:32 AM ET, Thu February 3, 2022



Many seniors are going without needed assistance.

The New York Times

THE NEW OLD AGE

For Older Adults, Home Care Has Become Harder to Find

Staffing shortages have long plagued the home care industry. But the pandemic has intensified the problem.

Coronavirus

A pandemic shortage of home health workers has left families struggling to find care

Caring for an elderly or ill relative during the pandemic is exhausting and frustrating, and there are fewer resources to help than ever.

47%

Of healthcare survey respondents said the pandemic has impacted their motivation at work.

49%

Said the pandemic has impacted their work/life balance



65%

Of recent hires in healthcare
are somewhat or very open to
work in a different industry.





Applicant and Candidate Behavior

42%

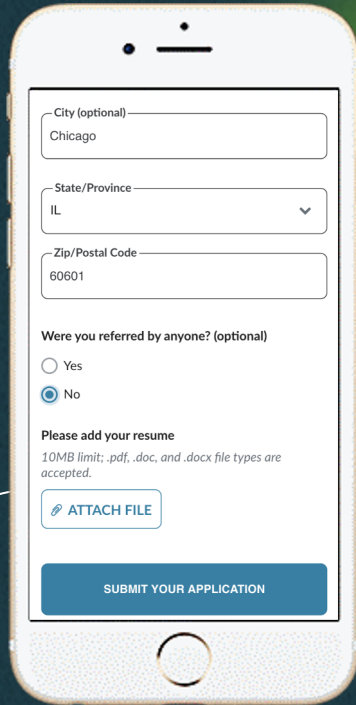
Of job seekers are hired within
2 weeks of initially researching
the role — according to a 2021
Hireology study.



86%

Of companies have been ghosted
by a candidate in the last six
months — according to a recent
Hireology study





57%

Of recent healthcare hires used their smartphones for the majority of their most recent job search



38%

Of recent healthcare hires
applied to more than 10 jobs in
their search.

66%

Applied to more
than 5 jobs



To summarize

- In 2021, the talent market was worse than it's ever been
- As we move into 2022, there are some bright spots on the horizon
- Today's candidates have high expectations
- The key to success in 2022 is enhancing the entire talent management process — from initial application to onboarding



Building Your Best Healthcare Team

- Applicant sourcing
- Employer branding
- Application accessibility
- Hiring speed
- Post-hire efficiency





Applicant Sourcing

Employee Referrals

1 in every 8 new hires is a referral

- Tap into your employees' networks for word-of-mouth hiring
- Market your program internally with email, SMS, and physical signage
- Set the right bonus amount and make it easy
- Gamify it to encourage participation

From : Hireology hireology@refer-us.com
Subject : \$500 referral bonuses! 🎉



Hey Cynthia,

Any colleagues or friends looking for their next job? We're offering a \$500 referral bonus if you send them our way.

Refer Now



Employee Referral Program

Help Friends & Get Paid

- 1 Refer Your Friends to Open Jobs
- 2 Earn \$1000 When They Get Hired

Who do you know that might want to join our team?



To refer, visit here: refer-us.com/avengers

Terms apply



Social Media

LinkedIn, Facebook, TikTok

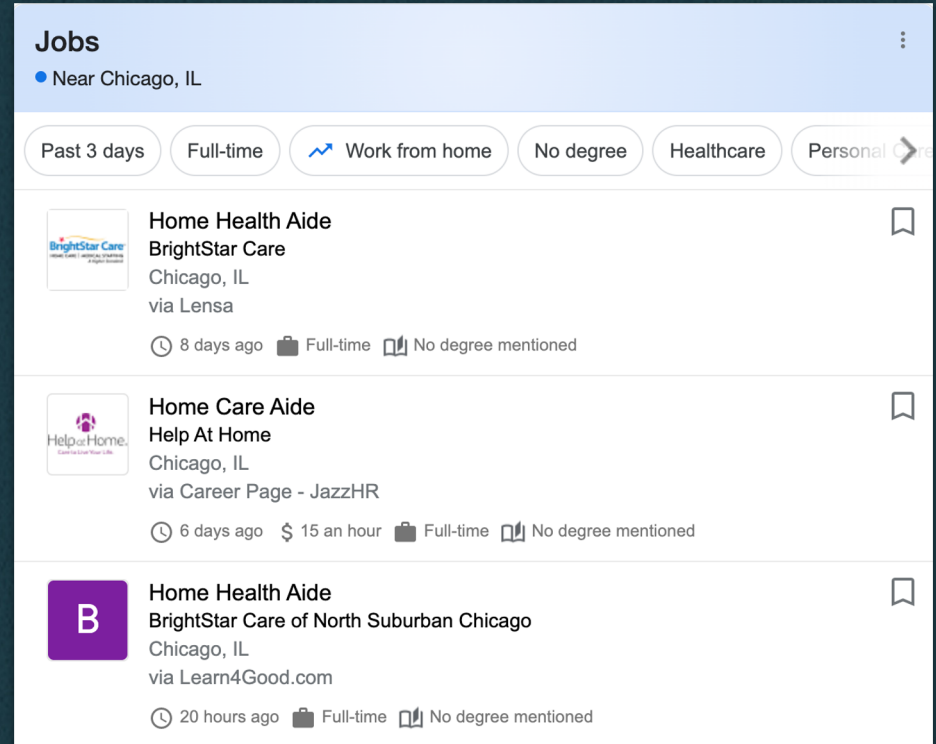
- Great for both sourcing and employer branding
- Reach millions of people passively with your job openings
- Can get creative to build your reputation online
- Treat it like you would your marketing efforts



Organic Search

Use SEO best practices

- 70% of job seekers start their search on Google
- SEO best practices
 - Keep titles between 1-3 words
 - Use bullet points and subheads
 - Word count: 300-800
 - Use the right keywords
- Good SEO also helps with organic job board rankings



The screenshot displays a job search interface with the following details:

- Jobs** (Near Chicago, IL)
- Filters: Past 3 days, Full-time, Work from home, No degree, Healthcare, Personal Care
- Job 1:** Home Health Aide, BrightStar Care, Chicago, IL, via Lensa, 8 days ago, Full-time, No degree mentioned.
- Job 2:** Home Care Aide, Help At Home, Chicago, IL, via Career Page - JazzHR, 6 days ago, \$ 15 an hour, Full-time, No degree mentioned.
- Job 3:** Home Health Aide, BrightStar Care of North Suburban Chicago, Chicago, IL, via Learn4Good.com, 20 hours ago, Full-time, No degree mentioned.





Employer Branding

“What’s in it for me”

Know your target audience

- Culture and work/life balance
- PTO & Flexibility
- COVID safety precautions
- Career growth/training and development opportunities
- Pay and benefits



Career Sites

Show what makes you unique

- Market everything you have to offer
 - Your “what’s in it for me” offerings should be above the fold
- Include testimonials and videos
- Use SEO best practices
 - Keyword research
 - Subheads and bullet points
 - Well-written copy

The screenshot displays the Comfort Keepers website. At the top left is the logo with the text "Comfort Keepers." and a "Job Openings" button at the top right. The main banner features a photo of an elderly woman and a caregiver, with the text "Join Comfort Keepers Home Care!" and "Join a team that offers amazing support, great training, and flexible hours!" Below this is a "View Job Openings" button. The lower section has two columns: "CAREGIVERS WANTED" with a photo of five caregivers and an "APPLY TODAY" button, and "About Us" with a testimonial paragraph.

Comfort Keepers. Job Openings

Join Comfort Keepers Home Care!

Join a team that offers amazing support, great training, and flexible hours!

[View Job Openings](#)

CAREGIVERS WANTED



About Us

This office is owned by the married couple Ellen Smith, MA, LMFT, and Andy Smith, MS, who founded it in 2002. A few years ago, Andy's elderly father, then in his 90's, could not manage his own daily tasks. Fortunately, Andy's mother was able to provide him with kind eldercare caregivers, allowing him to remain in the comfort and security of his own home, considerably extending the lives of both his parents (Andy's father lived to 104). Then, when Andy's mother was in her later years, caregivers helped her in many ways (She lived to age 96). Ellen's mother's experience with in home care helped enrich and extend her life (She lived to age 96, also).



Other Tactics

Think like your marketing team

- Social media
 - TikTok, Instagram reels
- Earned media/PR
- Digital advertising
- Traditional advertising (TV, radio, billboards, physical signage)



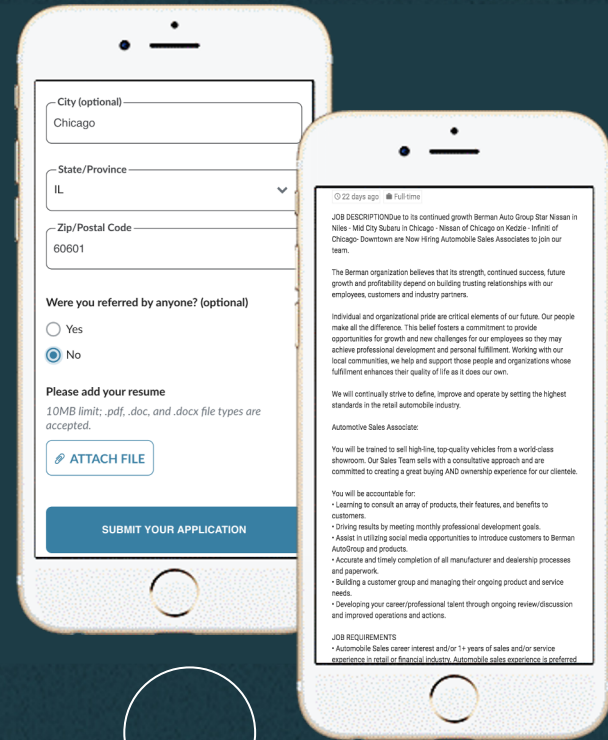


Application accessibility

Mobile-Friendly Applications

- Minimal scrolling
- No drop down menus
- Optimize the size for mobile
 - Don't make people zoom in
- Don't require resume uploads
 - These are too tough to do on a mobile device

Mobile Friendly



Non-Mobile Optimized



Shorter Applications



- Include basic demographic information only
 - Name
 - Phone number
 - Email address
 - Physical address
- Leave option for resume but don't require it
 - And don't ask them to repeat any information that's on their resume!
- No cover letter
- Don't require references to apply





Hiring Speed

Moving Faster

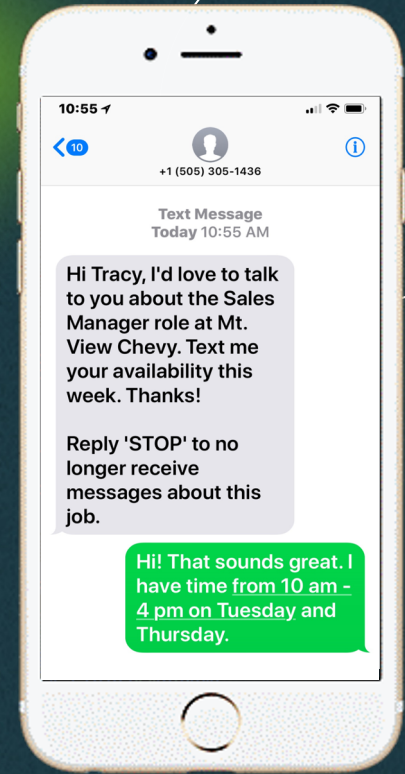


- Automatic screeners
- Candidate texting
- Repeatable hiring process
- Collect documents earlier
- Centralized applicant tracking



8

The number of days Hireology customers save on average by texting employees during the hiring process





Post-Hire Efficiency

69%

Of new hires who experience great onboarding stick around for at least three years.



Onboarding

Reduce time-to-productivity

- Digital paperwork before day one
- Training videos, handbook, and more before day one
- Start scheduling shifts earlier
- Set new hires up for success sooner



Payroll & HR

Integrate payroll with your recruiting and hiring platform

- Reduce re-keying errors
- Save time and resources
- Accelerate time to productivity
- Remain compliant



Summary

Five key areas of focus

- Applicant sourcing
- Employer branding
- Application accessibility
- Hiring speed
- Post-hire efficiency

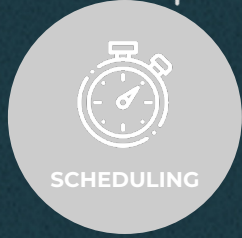
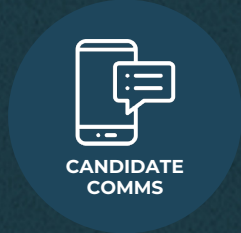


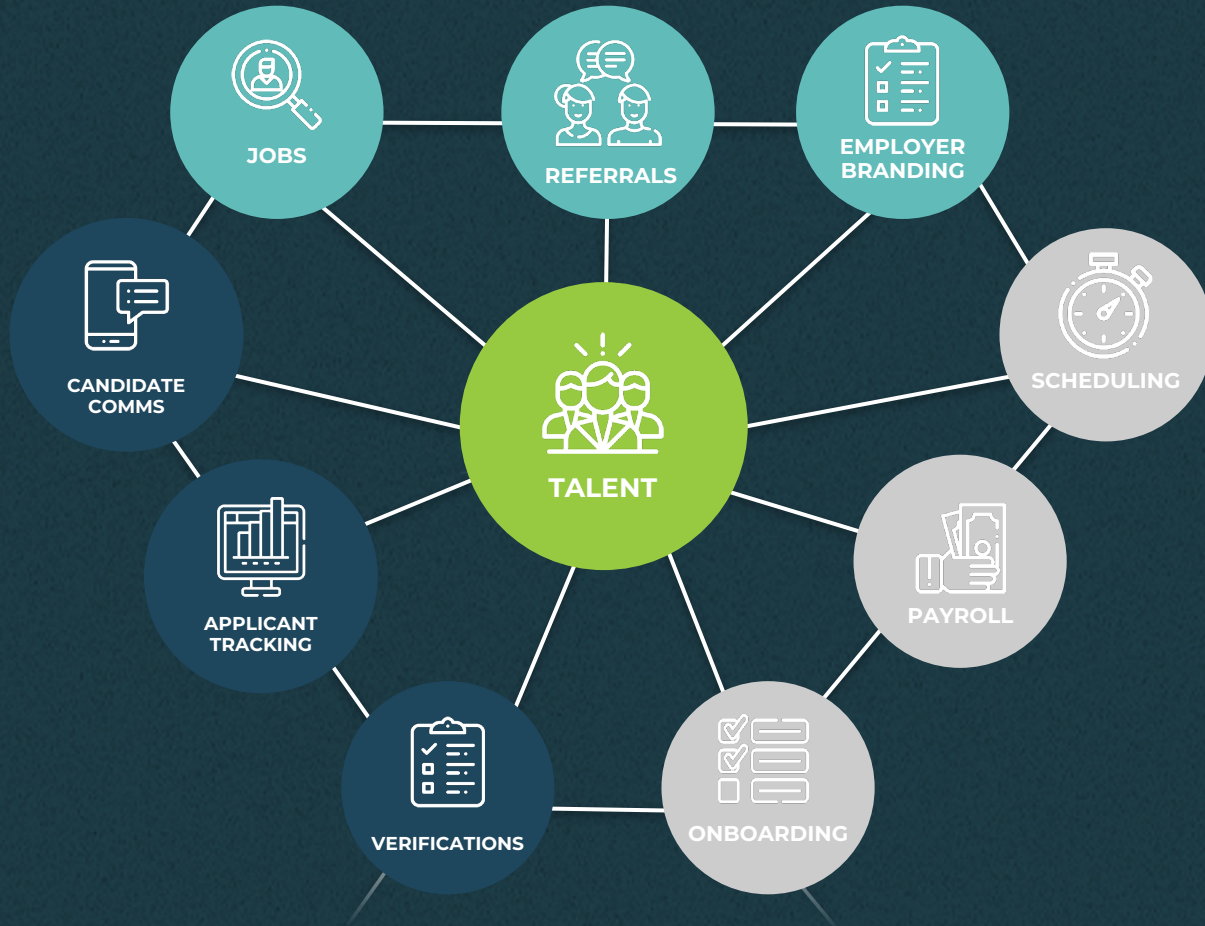
Hireology Can Help

All-in-one hiring and HR software

- Integration with leading job boards
- Career sites
- Employee referral programs
- Applicant tracking system
- In-app drug screens and verifications
- Offer letters
- Document collection
- Onboarding
- Payroll & HR
- Shift scheduling









Questions?

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