



Home Care Webinar

Top 10 Reasons Your Caregivers Are Leaving

And How to Retain Them

Erik Madsen
CEO | Home Care Pulse





Thank You!

From our Team at Home Care Pulse





WHAT'S HAPPENING

The demand for home care is greater than ever—but caregiver shortages have never been worse.



2021 HOME CARE BENCHMARKING STUDY

**62% of providers reported an increase
in demand for services in 2020.**





POLL QUESTION

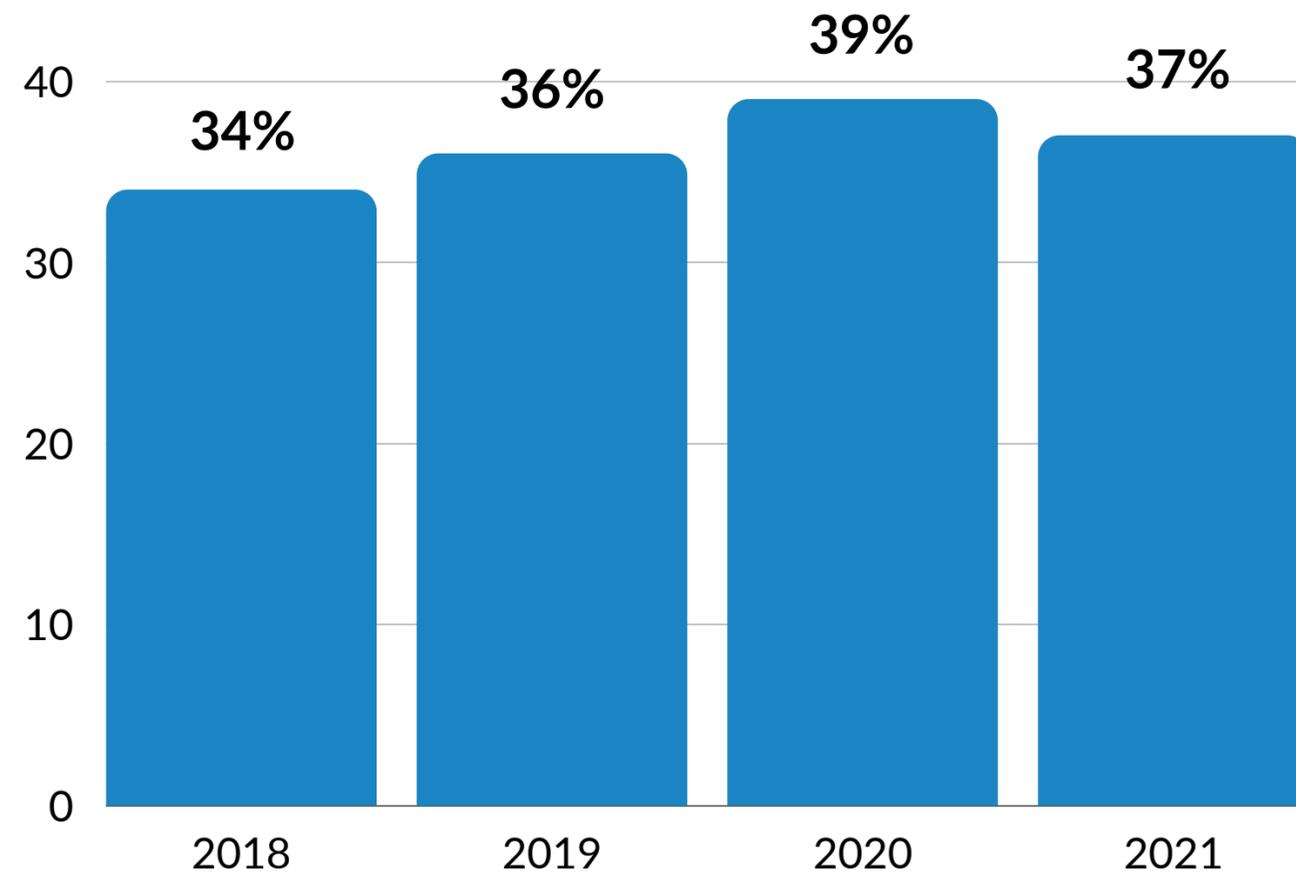
**How many of you have turned
down cases due to staffing
shortages?**

The Reality

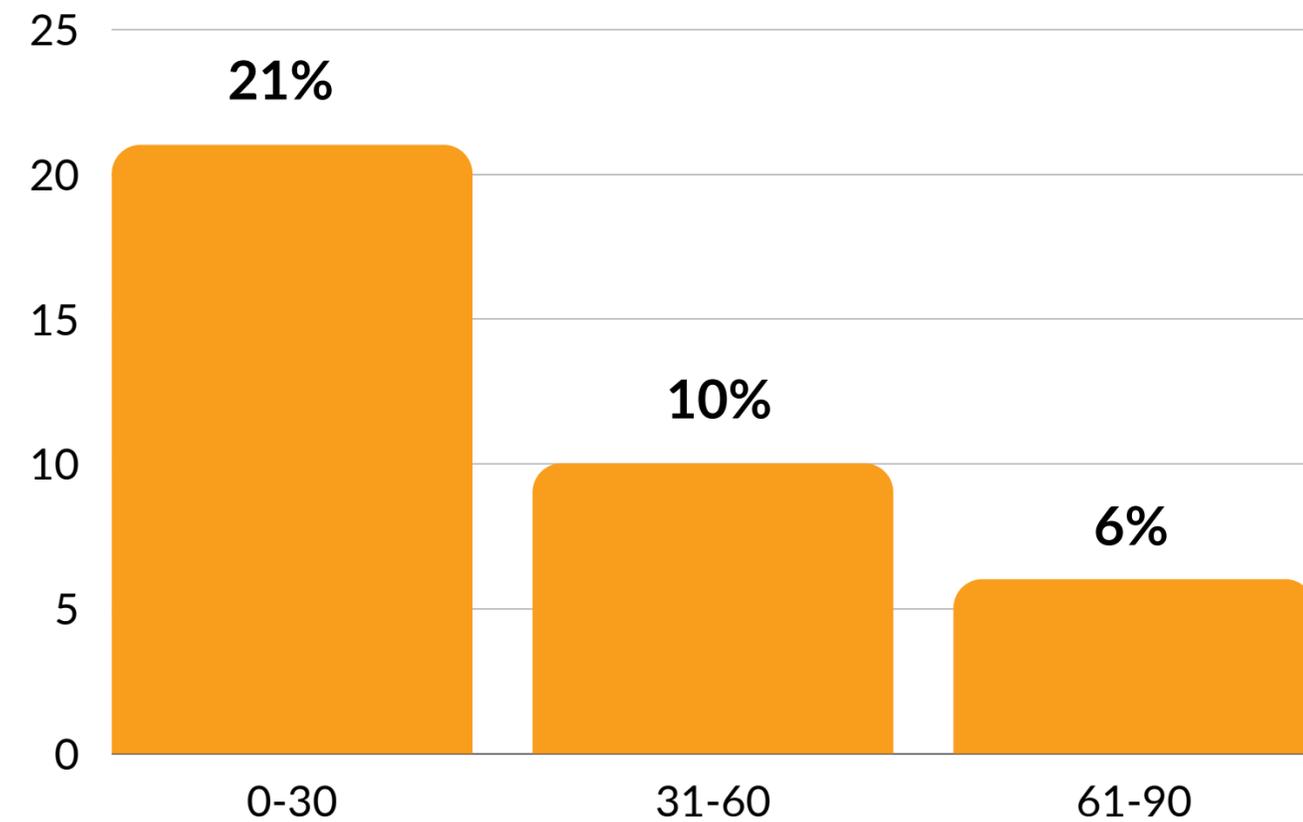
Caregivers are
seemingly impossible to find.

And when you do
**they're likely to leave within
90-days.**

Caregiver Turnover in First 90-Days



Historical 90-Day Turnover



2021 Turnover First 90-Days

THE SOLUTION

Understand exactly why they're leaving.

Once you understand why they're leaving, you can figure out how to retain them AND avoid the same issues from repeating.





**We've conducted
50,297 caregiver surveys
since January 1, 2021.**

We took a random sample of survey responses from the last six months from caregivers who would **not** recommend their agency to a friend.

We categorized the responses according to frequency.

**Here are the top 10
reasons why caregivers
are dissatisfied and
leaving the workplace.**

A few things to keep in mind

These should be viewed as leading indicators – **they come from caregivers on their way out, not exit interviews.**

In 2020, Overall Caregiver Satisfaction was 9.12 – **higher than the Caregiver OSAT score the last 5 years (since 2015).**

Over the last 18 months, caregivers have left **due to circumstances outside your control. This list focuses on factors within your control.**



"There is no care plan and so you have no idea of what you are doing for the client. They need to tell their staff who they are going to and give them the information on the client."

"I would like them to consider giving me a more detailed care plan. I would like to know everything about the client beforehand."

Care Plans

Benefits

"I'm a little concerned about not having benefits, like vacation pay, sick leave, and a 401k. It's very poor knowing I'm working to the best of my ability and doing the best I can, and at the end of the day, I'm not given benefits."

"They could communicate when benefits come up for employees, such as the COVID shot. They didn't give me a good enough answer about the COVID shot, so I got it myself."

Respect



"They could talk to us more respectfully. They need better customer service. I want to know that they care about us and appreciate what we do for them."

"They don't have any respect, so if you don't know how to stand up for yourself, they will talk down to you."

Client Compatibility

"I would like my clients to like me back, and we need to be compatible with training and personality. I don't want to go to clients that I'm not qualified for."

"I would prefer an introduction with the client. I think they could do a better job at matching me with clients I am compatible with."

"You pick up a shift; they don't match you. It feels like a raffle."

"They don't really match you with a client. They just tell me that there is a client, and they send me there. My employer needs to consider the location of the client. They need to consider the mileage. They need to consider their level of care that the client needs."

Recognition

"They don't recognize us and I would like them to simply send us a text message to thank us for our good work. "

"They could provide more benefits for their employees. They haven't recognized me at all. I've worked through the whole pandemic and they've never thanked me for it."

"The staff is not responsible. If they are in need of you, they constantly call you and don't remember what your schedule is. It is frustrating."

"They should honor our set schedules so we know what we are doing each week."

Office Staff Support



"The communication could improve from the office staff; it's affecting my personal life. I'm committed to caring for my clients, and they don't send caregivers to my shifts when I'm done, which means I have to stay late and I can't go home to my kids on time."

"It just seems like whenever I deal with the office that they are rushed. I am rushed through calls whenever I need to talk."



Pay

"I would like my pay to reflect the hard work I am doing."

"I have been working for them for 23 years and I am still getting paid as much as those who just started working for them. I would like them to pay me more because of my experience."

"The company could increase our wages. With gas prices shooting up, our small yearly pay increase doesn't really balance anything out or match with inflation prices. The first increase that I got was only 25 cents."

Communication

"Not just communication from office staff to caregivers, but office staff talking to each other!
Be prompt."

"They would only contact me when there was a negative connotation about me. They never called me about something positive. There's no rapport or communication."

"Communication – this also includes LISTENING!"

Training

"They need to give me the training to help with safety concerns. They didn't give me any training."

"It could be improved by giving us training on more subjects, like using specialized equipment, and helping people that are bed ridden."

"They should offer more common sense training to the new employees like how to operate a washing machine."

"There needs to be room for opportunities for staff members to give their opinion about what they could do better with the training."



What to do now?

1. Find out what your caregivers are saying.
2. Focus on what's in your control.
3. Prioritize based on frequency of complaint.
4. Address one issue at a time.

Areas to prioritize from this data:

1. Training
2. Communication
3. Pay
4. Office Staff Support

Office Staff Support

- Right people, right seats
- Give incentives based off results driven and caregiver feedback
- Pay them more—it'll come back to you
- Provide more training
 - People skills
 - Organizational skills
 - Scheduling
 - Time Management
 - Culture & Core Values

Pay

- Build a clear path for your employees to earn raises
 - Map out pay milestones & communicate them from Day 1
- Don't wait until your caregivers come to you—be proactive
- Remind your caregivers of pay increases—sometimes they forget and job satisfaction goes down due to lack of understanding/remembering.

Communication

- Use a multi-channel approach
 - Ask your caregivers' preferences
- Use communication to build relationships
 - Don't just 'ask, ask, ask', but find ways to 'give' and 'listen'
- Overcommunicate—COVID has forced us to communicate more than ever and it's working!

Training

- Train on topics that your caregivers want
 - Use care plans to train your caregivers according to the needs of each specific client
 - Ask employees what ongoing education they want to receive
 - Build training career ladders
- Develop training programs that work for everyone
 - Blended learning: In-person & Online
- Get ongoing feedback from your caregivers about your training
 - Training is an underutilized lever for recruitment & retention, client/employee satisfaction, and overall business growth



POLL QUESTION

Would you like to talk to someone from my team about our client/caregiver surveys or caregiver training?



What questions do you have?

ERIK MADSEN

emadsen@homecarepulse.com



