

Caregiver Orientation: Setting Your Caregivers Up for Success

Presented by:

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HOMEIMPROVEMENT

TWENTY
TWENTY

TWONE

BRAND
PURPOSE
MISSION



Agenda

- Caregiver Hiring Trends
- Learning Models
- Orientation
- Skill Evaluation
- Action Planning

Understanding Caregivers

INDIVIDUAL CHARACTERISTICS

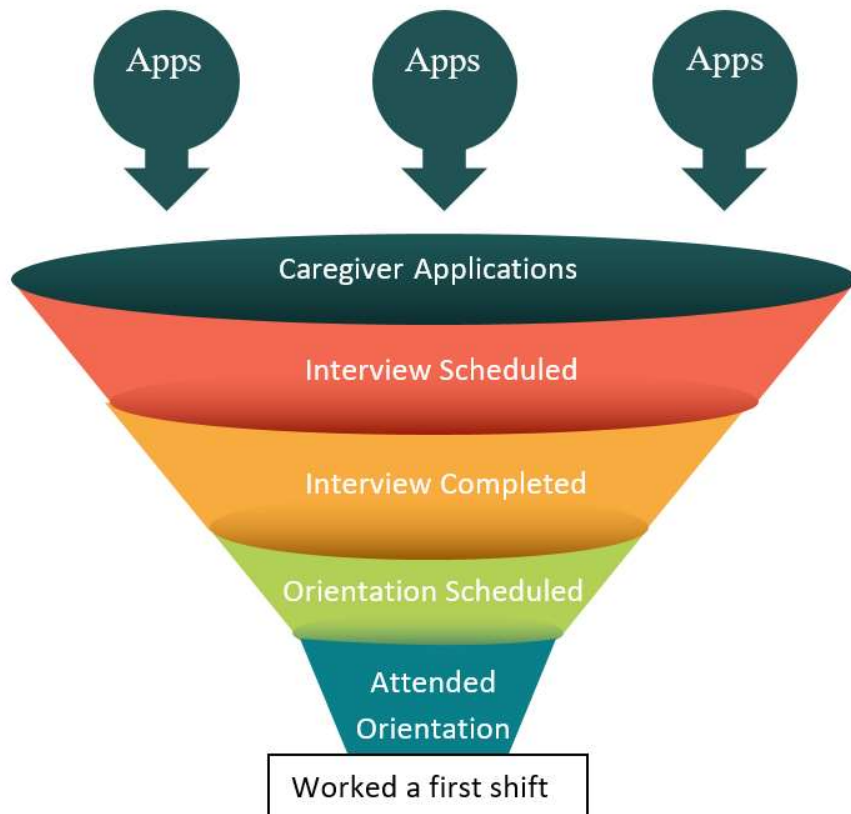
- Mindset of a caregiver
- Desire for clear expectations
- Need for relationships in the workplace
- Conflict avoidant
- Adverse to change
- Need for recognition
- Lower socioeconomic status and the resulting behaviors

CAREGIVER CHARACTERISTICS IN ACTION

- Ghosting shifts due to perceived disappointment
- Lack of engagement due to trust with office staff
- Fear of taking new/different shift due to change



Caregiver Hiring Trends



- 16% of candidates move through the entire process and work a shift.
- With a 6:1 ratio and a click conversion of 55:1, an office would need to get 6,600 clicks to get 120 applications just to end up with 20 new caregivers.
- A franchisee would need to hire 44 caregivers to account for attrition to get a total of 20 new caregivers. That means the office will need 15,730 clicks to get 286 applications to hire 44 caregivers to net 20 caregivers in one year.
- With current 'pay per click' pricing/bidding at an average of \$1.80 per click, that adds up to \$28,314/year in sponsored clicks to job boards.

2022 Q1 Caregiver Survey Comparison OSAT

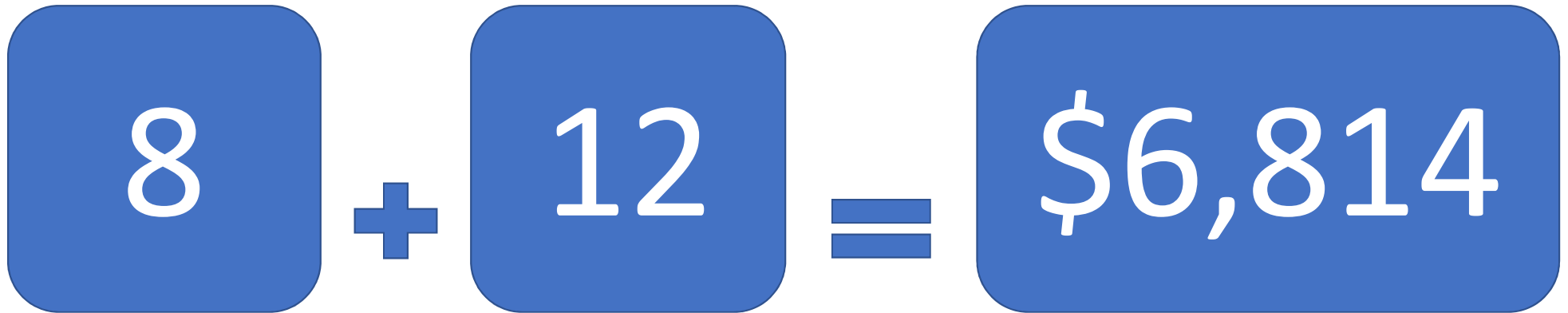


Company	Recommend Employment	Training Received	Caregiver Recognition	Office Support Staff	Client/Caregiver Compatibility	OSAT
Company A	9.18	9.02	9.23	9.30	9.23	9.19
Industry	9.11	9.06	9.00	9.22	9.33	9.14
Company E	9.08	9.05	9.04	9.24	9.24	9.13
Company D	9.13	8.91	8.80	9.22	9.30	9.07
Right At Home	9.03	8.95	8.90	9.10	9.19	9.03
Company C	8.94	8.82	8.68	8.97	9.11	8.90
Company F	8.97	8.42	8.65	8.60	9.07	8.74

Training is an Investment



Investment Value



Hours of onboarding training

Hours of ongoing training

Your agency's increased revenue per caregiver

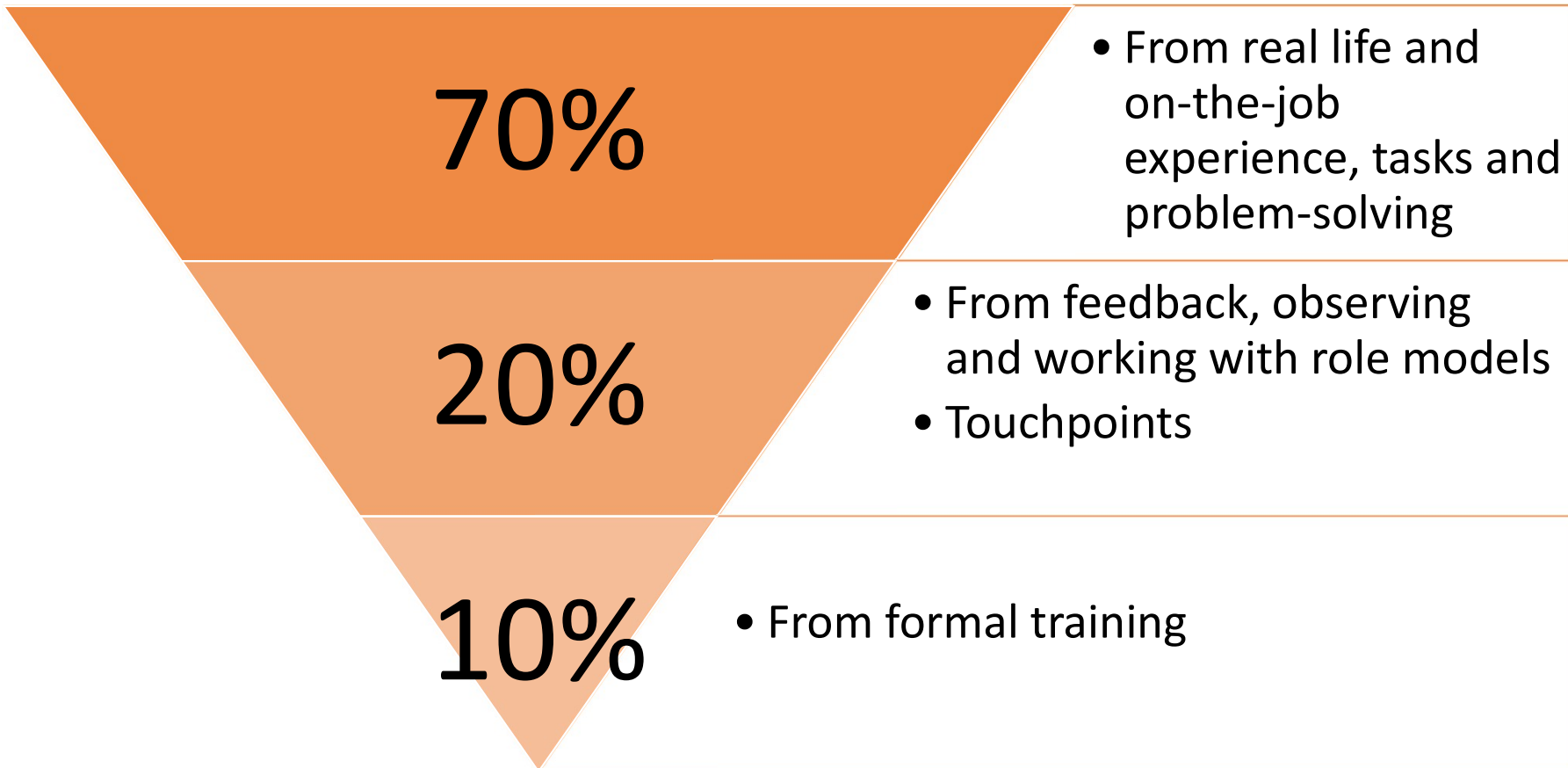
Your First 30 Days on a Job



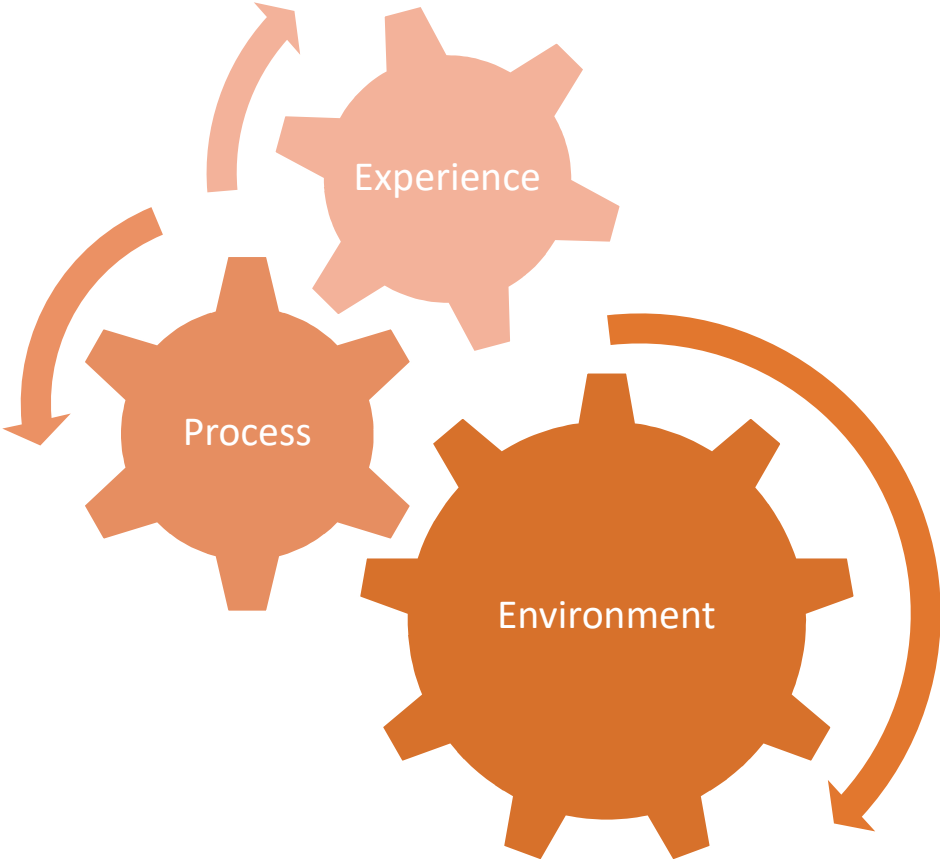
*Were you ready to do the job
after day one?*



70/20/10 Learning Model



Orientation Components



Environment

- Physical space (outside and in)
- Training space
- Beverages
- Greeting/Welcome
- Office “vibe”
- Swag



Experience

- Culture
- How to be a caregiver
- Job expectations
- Relationship building
- Rewards and Recognition

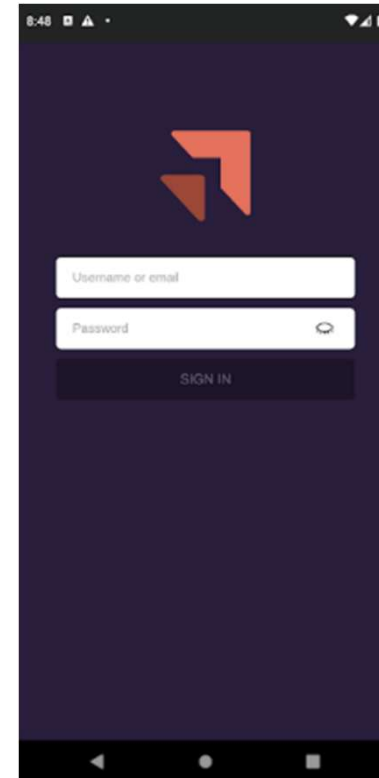
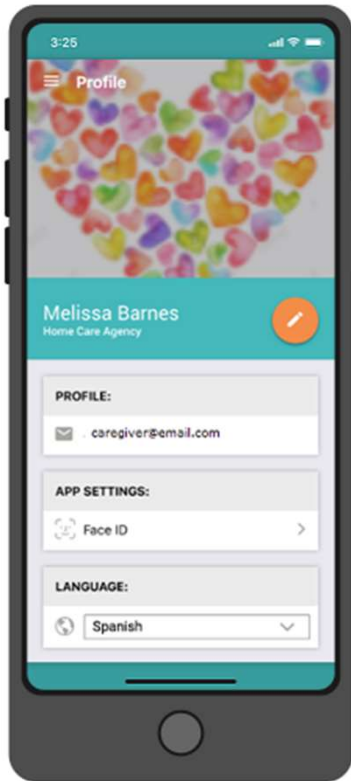


Process



- Employee Handbook
- Infection Control
- Safety
- Skills evaluation
- Standards
- State specific test/requirements
- Technology (ClearCare/RAHU)

Balancing Process & Experience



Best Practice Orientation Agenda



1. Introduction & Welcome
2. Employee Conduct Expectations
3. Office Operations
4. Infection Control*
5. Lunch Break
6. Basic Nutrition & Hydration*
7. Practical Tips for Homecare Workers
7. Skill Evaluation
8. Name Tag & Orientation Checklist
9. State Required Courses*
10. HHA/PCA Test if Required by Licensure

Paperwork

*HCP Training

Orientation Reflection

<u>Environment</u>	<u>Experience</u>	<u>Process</u>



Table Discussion – Orientation



- How would new caregivers describe your environment?
- What experience do you create for caregivers? How?
- What works and doesn't work for your process?
- What is your caregiver orientation secret sauce?

Blended Learning Approach



HCP Training platform + classroom learning

- Facilitator leads caregivers through HCP Training modules as a group (mark complete in the platform for each participant)
 - Online version
 - OR
 - PDF version and handouts available for some on The Hub
- Caregivers complete assigned modules on tablets, laptops, phones

Best Practice Caregiver* Training



RAHU powered by HCP Training

- Learning Paths
 - Initial and annual
 - Created by HCP to support state requirements
- Caregiver Certification Series
- PDFs on The Hub

*Experienced caregivers too!

Skill Evaluation

(i.e. competency assessment)

- Confirm caregiver skillset
- Identify areas of opportunity for training, if needed
- Confidently send caregivers into client's homes

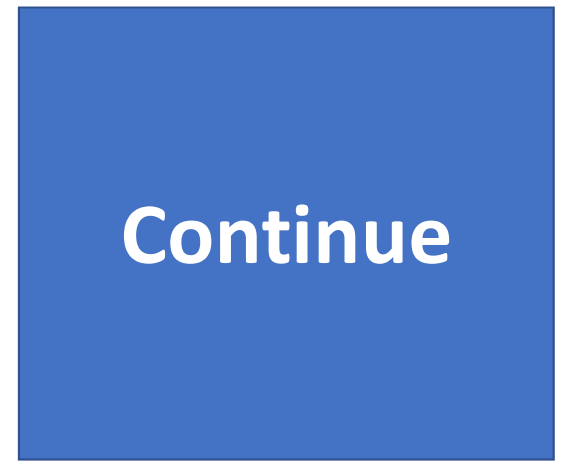
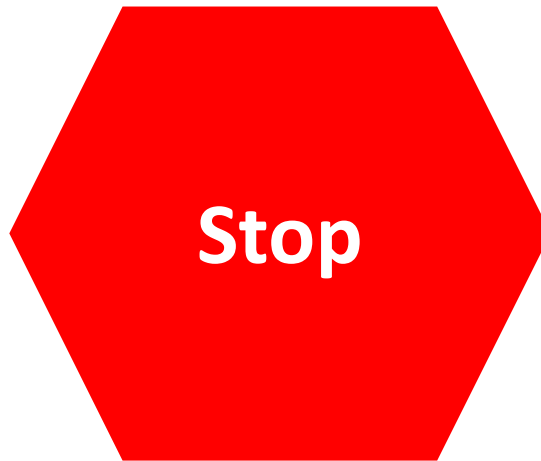


Table Discussion – Skill Evaluation



- What does the caregiver skill evaluation currently look like in your office (best practices)?
- What is the importance of confirming a caregiver's skillset prior to sending them to their first shift?
- Why would you do a skill evaluation of an experienced and/or certified caregiver?

Your Action Plan



Training is an investment.

Caregivers are worth it!