

10 Research-Based Tips To Hire & Retain Caregivers in 2014

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Hiring and retaining caregivers is one of the biggest challenges of running a homecare business. myCNAjobs conducts ongoing research of professional caregivers to better understand what motivates them to take a job in homecare, show-up to the interview, and most importantly, stay on board when most caregivers report they plan to hit the road if they can't get the hours they want in 2014. Below are ten quick tips from our latest Caregiver Trend Report to spark a conversation in your office.

#1 Understand your employees' Plan B

Stability (predictable hours, predictable pay, etc) is the single biggest factor in a caregiver deciding if they want to stay on board with an agency long-term, followed by the hours available on an ongoing basis. As more agencies are forced to limit hours, retention will get even harder. If caregivers can't get the hours they want in homecare, here's what they say they're planning to do:

- (39%) will seek multiple part-time jobs in caregiving
- (38%) will seek work at a hospital, long term care facility, or assisted living community
- (14%) will seek multiple part-time jobs outside of caregiving
- (9%) will seek work outside of caregiving full-time

Tip! Start making friends with your competitors. Consider "sharing" your caregivers, allowing you to keep a good caregiver on-staff while offering that caregiver the opportunity to get the hours they need to stay on board. Further, focus on stability as much as you can. You may only be able to offer part-time hours or even per diem cases, but you can offer more regular reviews, vocally appreciate their work, and involve them in your business. The more involved a caregiver feels, the more stable they report feeling towards a company.

#2 Don't be the best-kept secret in town

Caregivers don't know you're a great place to work unless they see it online, hear it from their friends, or read about it in the local paper. You may have the lowest turnover around and an amazing training program, but if your employment brand isn't visible, you may be the best-kept secret in town.

Tip! Talk openly on your social channels about what it's like to work at your agency, encourage your caregivers to share their stories (and incentivize them to do so), apply for "best place to work" awards, hold career fairs on-site, and promote your employment brand just as much as you promote your client-facing brand.

#3 Email is great and impersonal

Email is fast, but the majority of your potential hires are telling us they prefer a phone call to schedule an interview, not an email. The personal connection a caregiver feels with a recruiter is one of the key motivators driving a caregiver to accept and show-up for an interview.

Tip! Call to schedule interviews first; e-mail second.

#4 Commute time, Commute time, Commute time!

The distance a caregiver needs to commute for work is one of the biggest drivers in a caregiver deciding if they want to apply for your job, respond to your voicemail message, or show-up to the interview.

Tip! In every job post, include multiple hyper-local cities to show a caregiver that you have cases near their home. This approach will also help your job posts rise to the top of various job search engines.

#5 Brag about your career development opportunities

Eight-five percent (85%) of caregivers say they're hungry for more paid training opportunities and seventy-one percent (71%) of caregivers say they must be learning to stay on board with a company. Further, paid training is a major incentive for caregivers to apply to your jobs.

Tip! If you offer any type of training today, promote it (actually, over promote it). A few of the top areas caregivers report wanting to learn more about include Alzheimer's, CPR, end of life care, and the opportunity to learn from other people like them.

#6 Men are from Mars. Females are from Venus.

Male and female caregivers are motivated differently in the workplace. Although both genders report stability as the single biggest motivator, learning opportunities and full-time hours are slightly more important for males and the hours/shifts available are more important for females.

Tip! Use this data to craft programs and communications to attract and retain your workers!

#7 Your potential hires know the market

The caregivers you invite into your offices for an interview know the market better than anyone. They understand the type of jobs available, average pay, the companies paying the most, the companies paying the least, the types of benefits offered, etc.

Tip! Ask caregivers about the pay and incentives offered at previous jobs. Go deep. They'll share intimate details of the incentives that motivated them to take the job and stay onboard.

#8 Just ask

Ninety-five percent (95%) of caregivers would provide more feedback regarding their employment satisfaction if it was truly anonymous.

Tip! Just ask

#9 One size doesn't fit all

Fifty-seven (57%) of caregivers prefer to receive negative feedback via scheduling a time to talk so they can prepare while forty-three (43%) say they prefer to receive feedback in real time.

Tip! During onboarding, ask about their communication preferences.

#10 Creative incentives can go a long way

It's okay if you can't pay the most in your market. However, it's not okay if you pay the least and don't offer some of the "extras" that motivate a caregiver to stay on board. We asked caregivers, "if you could choose one of the following incentives, which would it be?" Here's what they said:

- (51%) 4-hours of paid time off/mo
- (34%) \$25 gas gift card/mo
- (10%) A pair of scrubs/mo
- (5%) \$25 cell phone stipend/mo

Tip! Stand out by implementing a unique incentive that no one else is offering in your local market.

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