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EDUCATIONAL RESOURCES

Top Methods for Driving Employee Retention: Technology & Professional Development

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Home Health
EDUCATION

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COMPETENCY

AlayaCare

Learning Objectives

- Review the current state of home health care staffing and its impact on home health industry

- Discuss most common staff retention practices and what is driving employee retention

- Recognize professional development as one of the primary staff retention practices

- Identify use of technology and predictive analytics as a successful staff retention strategy

"We are on the edge of a crisis. We are not prepared for what's coming. Our concern is that the demand is going to outstrip the supply unless we see some dynamic changes occur." (4)

— *William Dombi, President of the National Association for Home Care and Hospice*

The State of Home Health Staffing

"Staffing Shortages Force Home Health Giant Bayada to Deny 64% of Referrals in Key Markets" (5)

"Everybody Is Facing This Problem: Staffing Struggles Force In-Home Care Providers to Turn Away Business" (9)

The State of Home Health Staffing

- Home health care industry's workforce shrank by about 3.1% from February 2020 to February 2021.

  3.1.% = overall loss of about 47,000 home health professionals. (8)

- According to the Bureau of Labor and Statistics, over the course of the next 20 years, the demand for home health staff is projected to increase by 36% (more than 4 million open positions). (4)

- Staffing is the most significant challenge cited by in-home care providers to date.
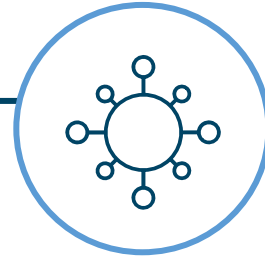
Why is this relevant to you?

Caregiver churn was the third leading issue for providers this year.

80% of respondents said caregiver churn is disruptive to their business's bottom line, and they're willing to spend money to resolve the issue.
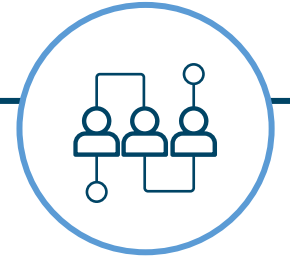
Nearly 60% say they're willing to invest to address the problem.

60% of respondents said employee churn increased in their organizations as a result of the COVID-19 pandemic.
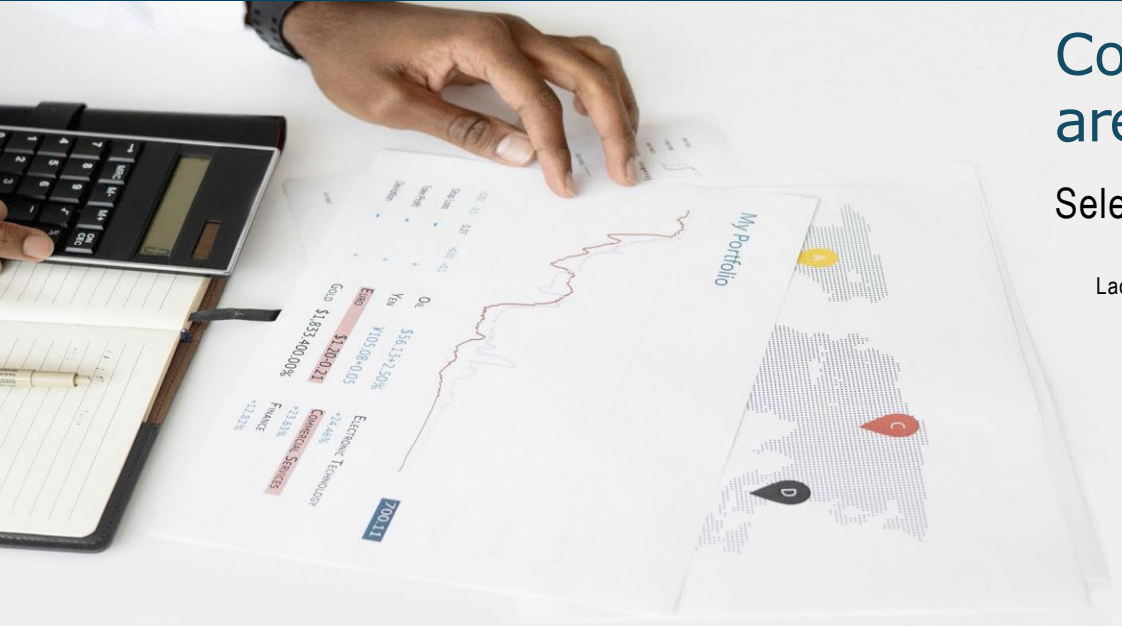
Training and development is the top method for driving employee retention.

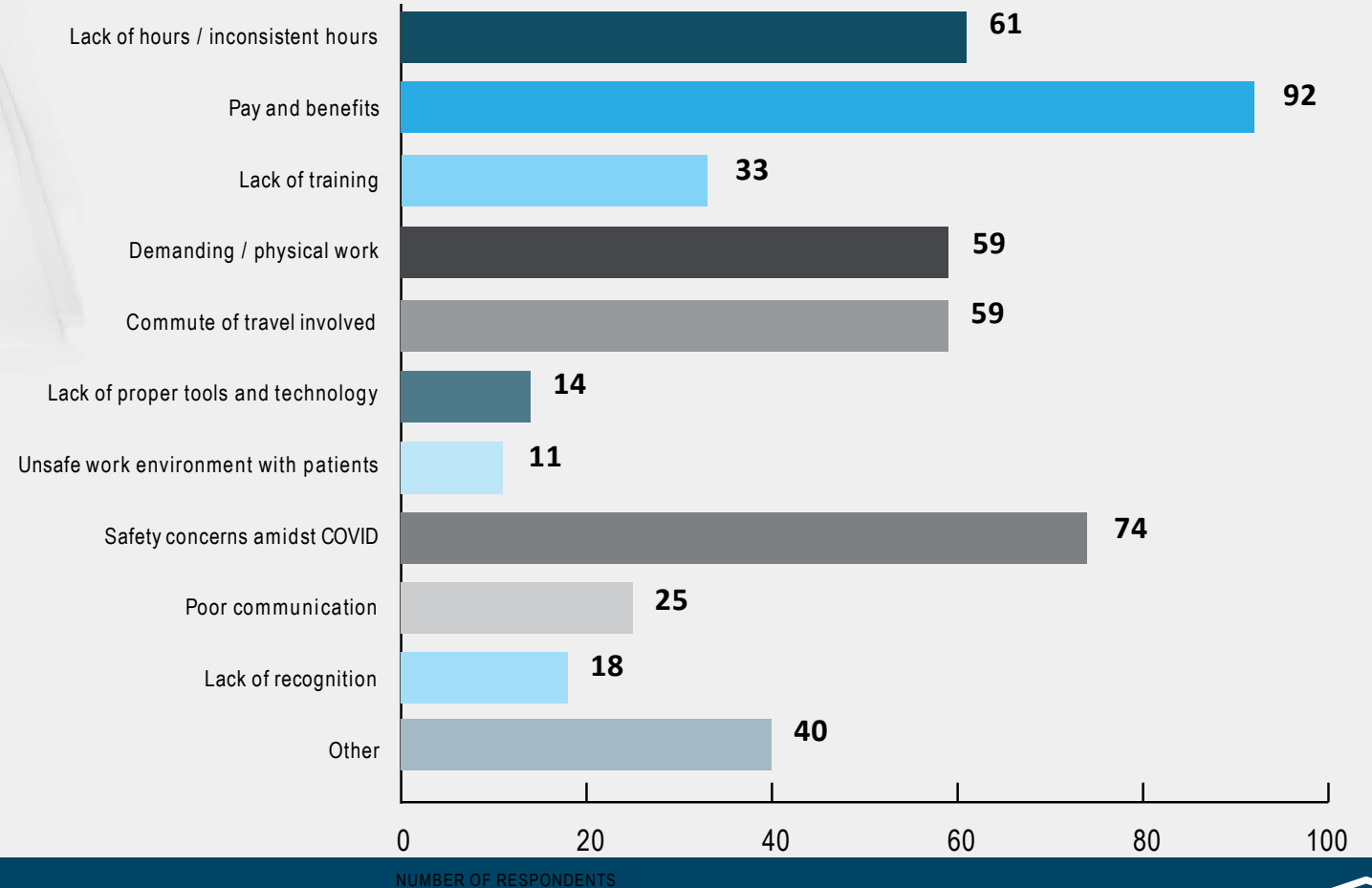**> 40%** of respondents report they are driving employee retention through training and development

Reference (1)

Most Common Reasons for Employee Churn

Concerns with Market Volatility and Safety are Both Drivers of Employee Churn

Select the three most common reasons for employee churn

Reason	Number of Respondents
Lack of hours / inconsistent hours	61
Pay and benefits	92
Lack of training	33
Demanding / physical work	59
Commute of travel involved	59
Lack of proper tools and technology	14
Unsafe work environment with patients	11
Safety concerns amidst COVID	74
Poor communication	25
Lack of recognition	18
Other	40

NUMBER OF RESPONDENTS

Pay and benefits, lack of hours / inconsistent hours and safety concerns amidst the COVID-19 pandemic were the three most common reasons for employee churn, according to respondents of the survey.

Most Common Staff Retention Strategies

Competitive Wages

Financial Incentives

Retention Strategies

Insurance Benefits

Perks
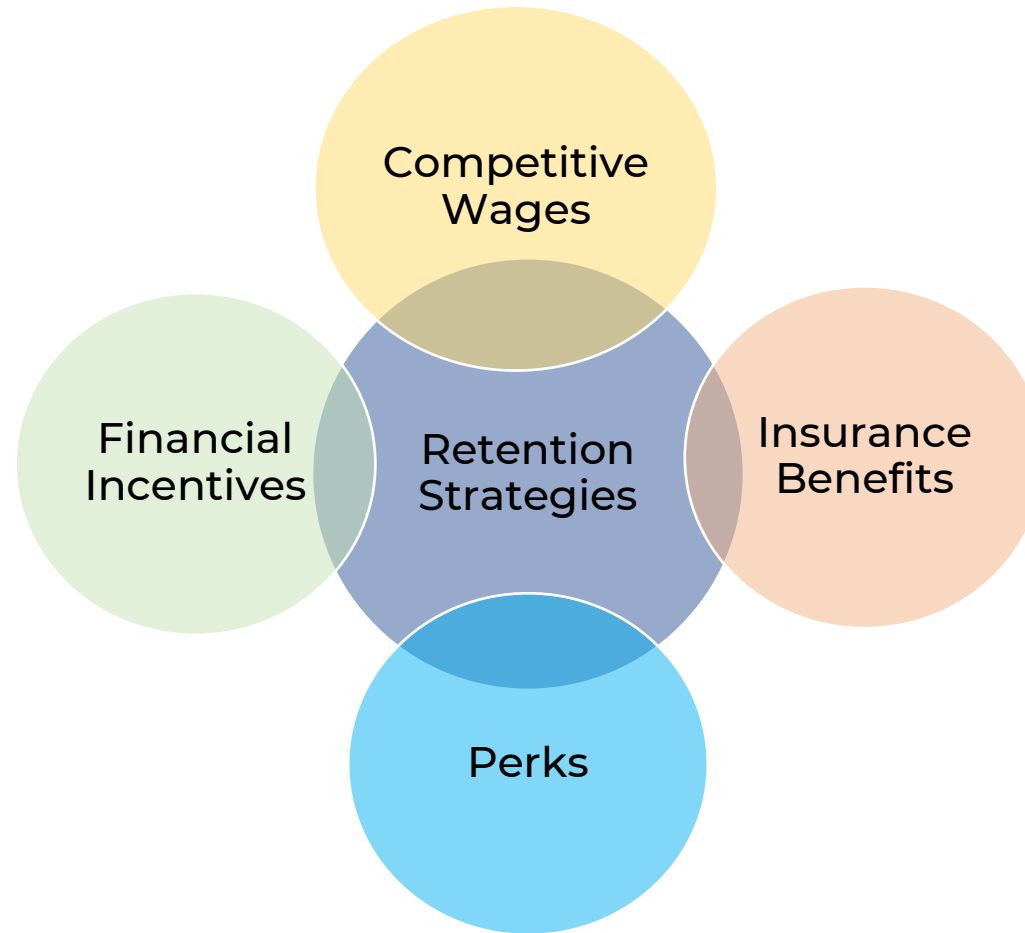
Home Health Employee Retention Survey

2019 Home Care Employee Retention Survey Report (Axxess & HHCN) (2)	2021 Home Care Employee Retention Survey Report (AlayaCare & HHCN) (1)
Single best strategy for addressing staffing challenges?	In which of the following areas is your organization focusing most on driving employee retention?
Comprehensive onboarding process (17%)	No data collected by the AlayaCare/HHCN survey
Scheduling (18%)	Scheduling (26%)
Continued education (2%)	Training development (41%)
Using technology (8%)	Using technology (76%)

Professional Development-Orientation & Onboarding

- According to the society of Human Resource Management (SHRM), 69% of employees are more likely to stay with a company for 3 years if they experience great onboarding. (6)

- According to a Gallup poll, only 12% of employees believe that their company's onboarding programs adequately trained them for their roles. (11)

Professional Development-Orientation & Onboarding

- Common mistakes:
  - Ignoring skilled based orientation and competency assessment on hire
  - Providing minimal training at the start of employment
  - Designating a trainer who may not have solid, first-hand understanding of the new hire's job role or have necessary training resources

- Methods of improvement:
  - Every new hire should be set up for success from the start
  - Set the tone: the training and support you provide from day one sets the ground for the employee's entire experience at your home health organization. (7)

Professional Development-Ongoing Training & Competency Development

- According, to Better Job Better Care study of direct care staff in 49 SNFs, ALFs, and Home Health agencies, poor orientation, training, and continued education are among the significant job-related stressors that are predictors of job dissatisfaction. (3)

- According to the Association for Talent Development, healthcare workers spend 25.5 hours on training a year, which is about a third less than the average 34.1 hours for other industries. Healthcare organizations spend less money on training, too—$602 compared to $1,296 per employee each year. (10)

Professional Development-Ongoing Training & Competency Development

- Common Mistakes:
  - Not prioritizing employee training
  - Assuming that there is no enough time for training
  - Assuming that personnel perceives additional training as a burden

- Methods of improvement:
  - Help employees to identify areas of growth utilizing competency assessment and encourage professional growth, such as the need to learn new skills
  - Provide opportunities for learning and development to allow staff to gain new abilities and competencies as demands of the job evolve and require more advanced knowledge and skills (7)
  - Allow your staff time for professional development

Ways to Create Professional Development Experience Within Organization

- Recognize the impact of staff competency and satisfaction on patient care and outcomes
  - Develop an effective competency program in-house or outsource competency program to a qualified third-party provider

- Establish a formal on-going training/education program
  - Introduce a role of a clinical educator or establish connection with an outside education/training provider
  - Customize the program according to the professional discipline
  - Encourage opportunities to attend educational events (remote or in-person)
  - Develop a list of resources that support ongoing learning

  Note: include resources that support learning of clinical skills and disease/patient management, as well as learning about self-care, wellness, communication, leadership, etc.

Ways to Create Professional Development Experience Within Organization

- Provide quality tools:
  - eLearning
  - EMR/EHR capabilities

- Capture success of your professional development strategies with:
  - Predictive analytics/technology
  - Quality measures/patient outcomes

Technology can help!

- Lack of training was among the top reasons caregivers churned in 2021 (1)

Integrate with learning management tools

- Technology can inform you when a caregiver has received training

- Integrate your EMR with learning management tools

Embedded training tools

- Embed hyperlinks into care plans that lead to training videos

- Increased compliance with company procedures and best practices

- The right tools for your staff will increase job satisfaction and improve retention
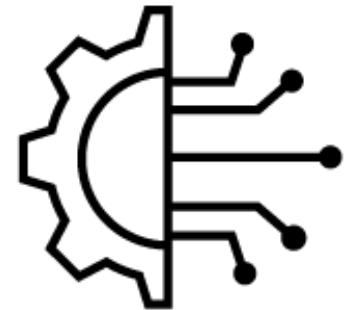
What gets measured, gets managed

- KPIs on your dashboard
- Custom dashboards

Hire smarter with technology

- Leverage tools, like the milimatch application to pre-screen candidates to determine if they have the personality for the job (12)

- Screen existing employees to assemble teams for optimum performance and retention
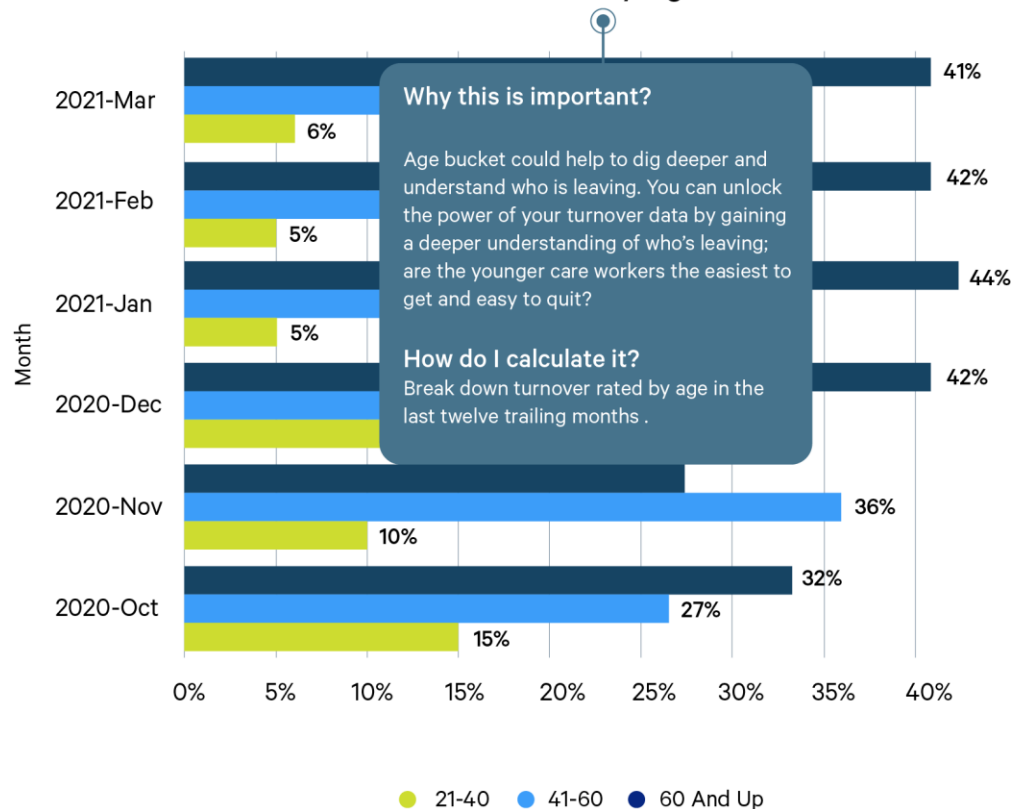
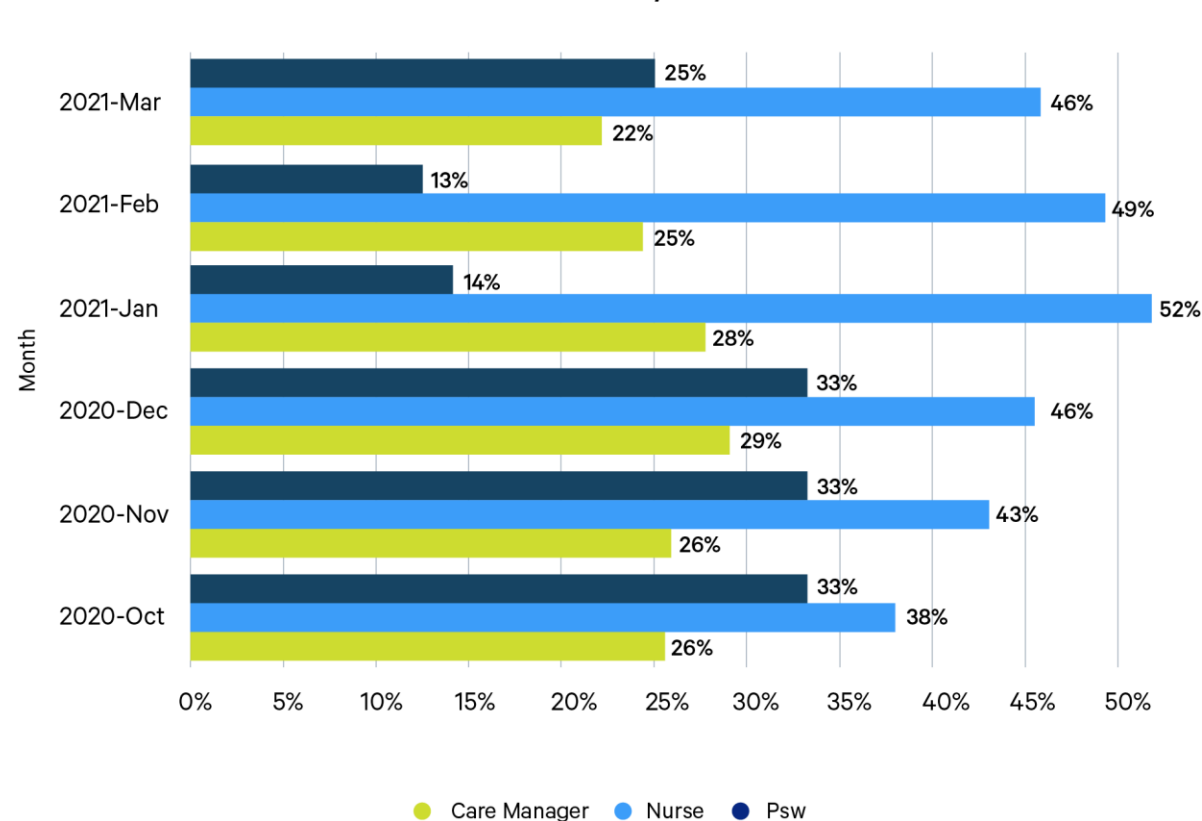# Use technology to track retention & NPS

- Employee NPS and customer NPS Measured twice a year.
  - Employee onboarding and exit interviews
  - Closed won/loss client
  - Complaints

- Key Insight – Map your employee and customer journey. Apply learning and insight to build a scalable & repeatable process.

- Work with tech partners to develop your retention dashboard.

Predictive analytics can be visualized to measure how an agency is performing around it's retention metrics

Turnover by Age

Month	21-40	41-60	60 And Up
2021-Mar	6%		41%
2021-Feb	5%		42%
2021-Jan	5%		44%
2020-Dec			42%
2020-Nov	10%	36%	
2020-Oct	15%	27%	32%

Why this is important?

Age bucket could help to dig deeper and understand who is leaving. You can unlock the power of your turnover data by gaining a deeper understanding of who's leaving; are the younger care workers the easiest to get and easy to quit?

How do I calculate it?
Break down turnover rated by age in the last twelve trailing months .

Turnover by Position

| Month	Care Manager	Nurse	Psw
2021-Mar	22%	46%	25%
2021-Feb	25%	49%	13%
2021-Jan	28%	52%	14%
2020-Dec	29%	46%	33%
2020-Nov	26%	43%	33%
2020-Oct	26%	38%	33%

ACHCU Is a Brand of ACHC.

Industry research invested to develop churn models that weigh factors that contribute to employee satisfaction.

Satisfaction Score

	Employee ID	Job title	Score
1	115	PSW	76.83
2	170	PSW	93.70
3	186	PSW	70.09
4	240	PSW	59.78
5	353	PSW	101.47
6	414	PSW	104.69
7	429	PSW	51.91
8	454	PSW	103.52
9	464	PSW	97.73
10	468	PSW	111.37
11	514	PSW	101.74
12	517	PSW	90.62
13	553	PSW	101.47
14	570	RPN	13.41
15	573	RPN	58.56
16	600	PSW	0.00

Score Trend

Month

Score=0   Score>75%   Score>50%
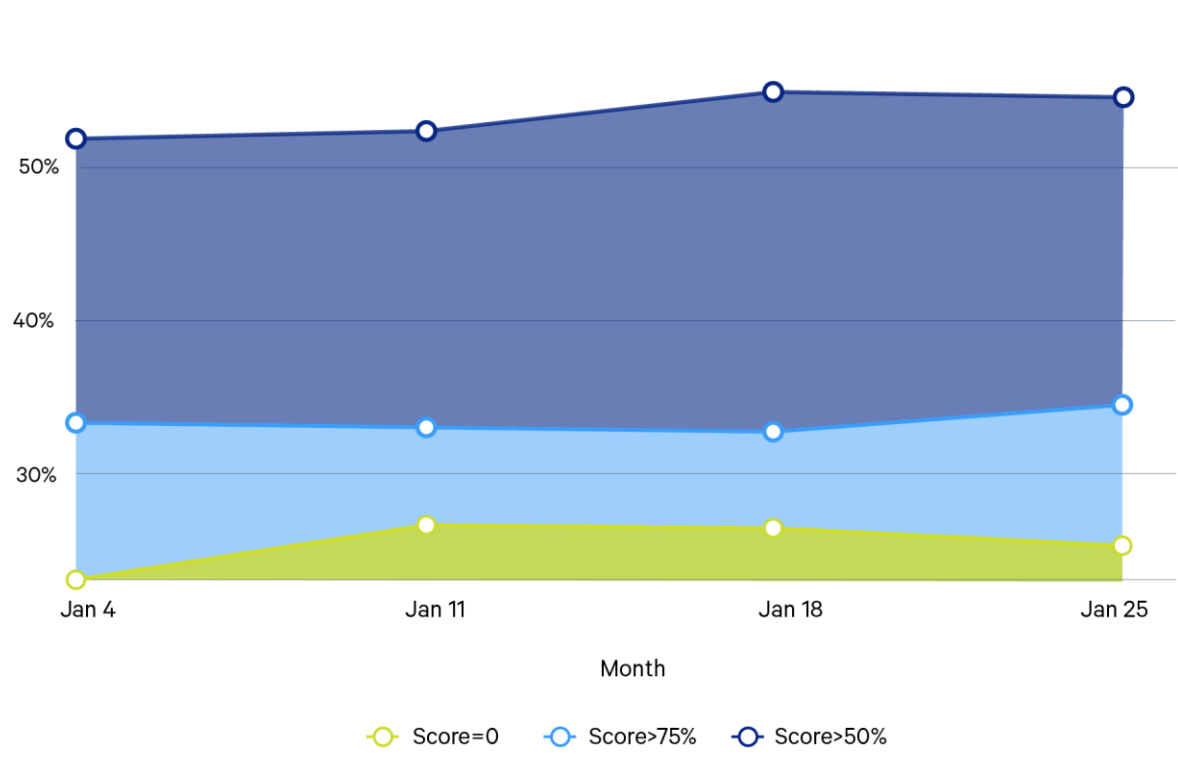
Insights uncover trends to apply **targeted intervention strategies** to immediately improve caregiver satisfaction.

- Increased utilization and continuity of care.

- Empowering coordinators to be retention-driven.

- High-risk churn caregivers turning green within weeks. (13)

Tendance du score

Nombre d'employés dont le score est égal a 0
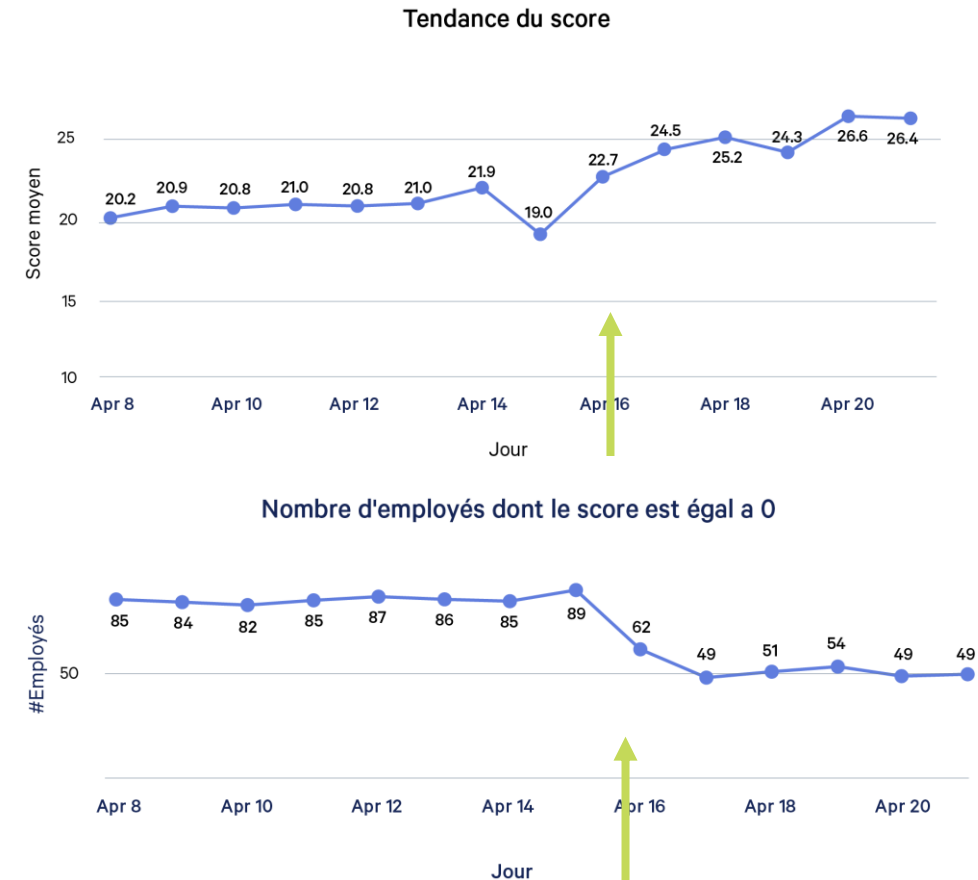
Questions?

Thank you

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