

Your Caregiver Retention Tech Toolbox

January 26, 2023

The content contained herein (“Confidential Information”) are the confidential property of HHAExchange and may not be copied or distributed outside the HHAExchange organization without the express written consent of HHAExchange. Distribution of this document or disclosure of any Confidential Information set forth herein to any party other than the intended recipient(s) of this presentation is expressly prohibited.

Housekeeping



- This session is being recorded
- We will share the recording and slide deck after the session
- Q&A at the end – submit your questions in the Q&A box
- Post-session survey – we want your feedback!



Our Speakers



Abhik Mitra

Director of Product and
Customer Marketing
HHAeXchange



Alex Oosterveen

Co-Founder and CEO
Caribou



Ori Holtzman

Chief Operating Officer
Keeper



Tactics to leverage for

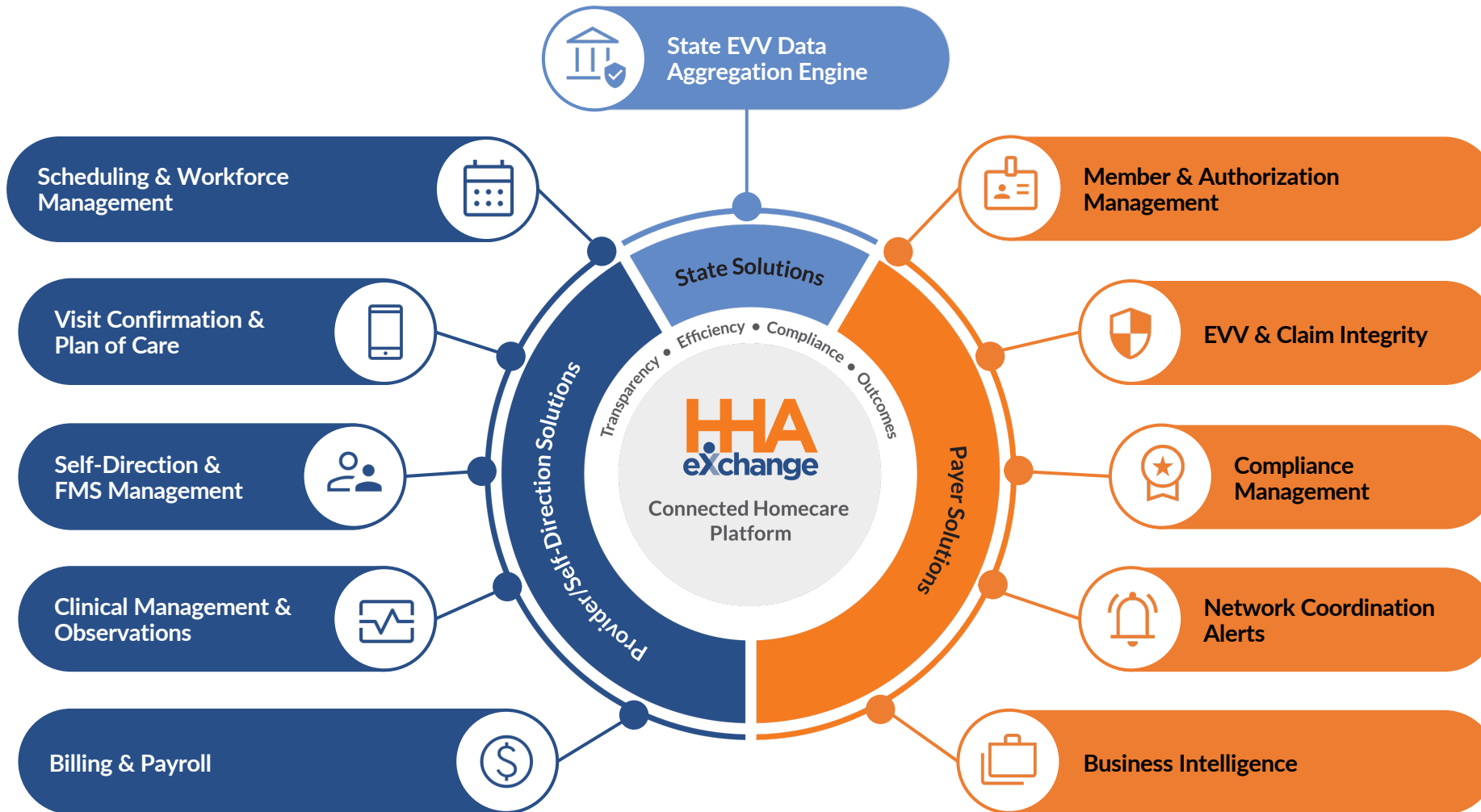
Caregiver Retention



Before Strategy, Acknowledge Reality



Providers, Payers & States – An Ecosystem of Complexity





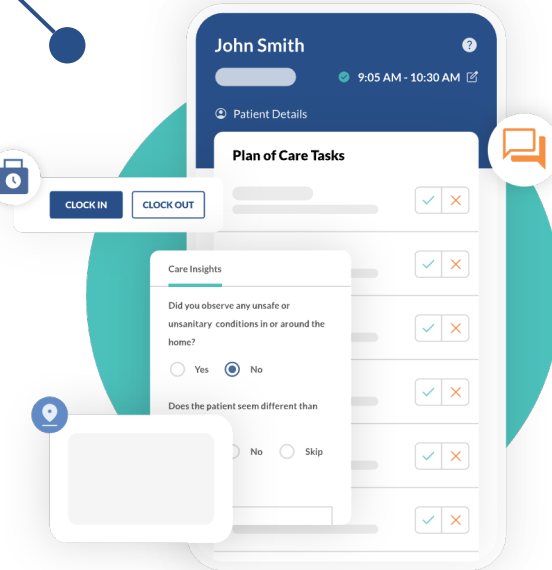
Operation GoMobile

The *untapped* connective tissue to your agency



AGENCY WORLD

- Scheduling & Workforce Management 
- Visit Confirmation & Plan of Care 
- Self-Direction & FMS Management 
- Clinical Management & Observations 
- Billing & Payroll 



CAREGIVER WORLD

- I want control of my schedule*
- I want to clock-in/out faster*
- I want easier observation capturing*
- I want localized language*
- I want to grow*



Connect to Your Caregivers

- *SUPPORT*
- *SPEED*
- *SIMPLICITY*

Unleash Tech

SUPPORT

Put the power of faster communication and efficiency in the palm of their hands.

SPEED

Give them the ability to quickly verify visits, log plans of care, provide important feedback, and accept new cases.

SIMPLICITY

Starts at the point of installing



➤ Why this works – Let's hear from you!



➤ Simplicity Matters

“The mobile app was very easy to navigate, and with a little training, our employees picked up on it right away - Silveroak Home Health Care Services Inc

➤ Outcomes Unite Us

“Moving to Care Insights has allowed us to reduce our overall time to identify risks because we're able to get more frequent insights into member health without the administrative burdens.”

➤ EVV Perception

United HomeCare was able to increase their EVV compliance from 24% to 87% within one month of implementation. At present, 95% of the agency's caregivers use the mobile app.

Creating aligned caregiver incentives is hard



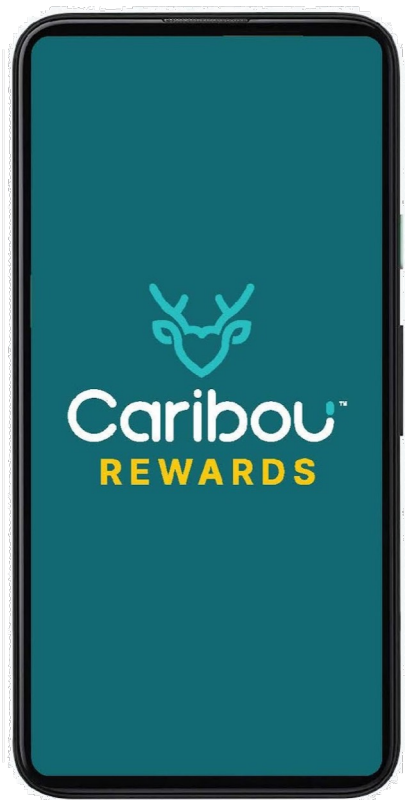
Tough to keep top-of-mind

It's hard to keep programs fun & engaging

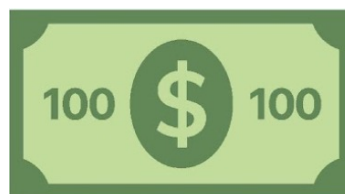


Administrative complexity

Office staff don't have time to manually tally points & pay bonuses



10,000 Points



Incentive-pay for homecare

Gamify recruitment,
retention, & performance



Motivate strong performance (automatically)



Taking on a high client load

Strong EVV compliance

No last-minute book-offs

Hitting retention milestones



Integrate directly with HHAeXchange

> Create a culture of recognition



Low effort & high
impact recognition

Budgets & analytics



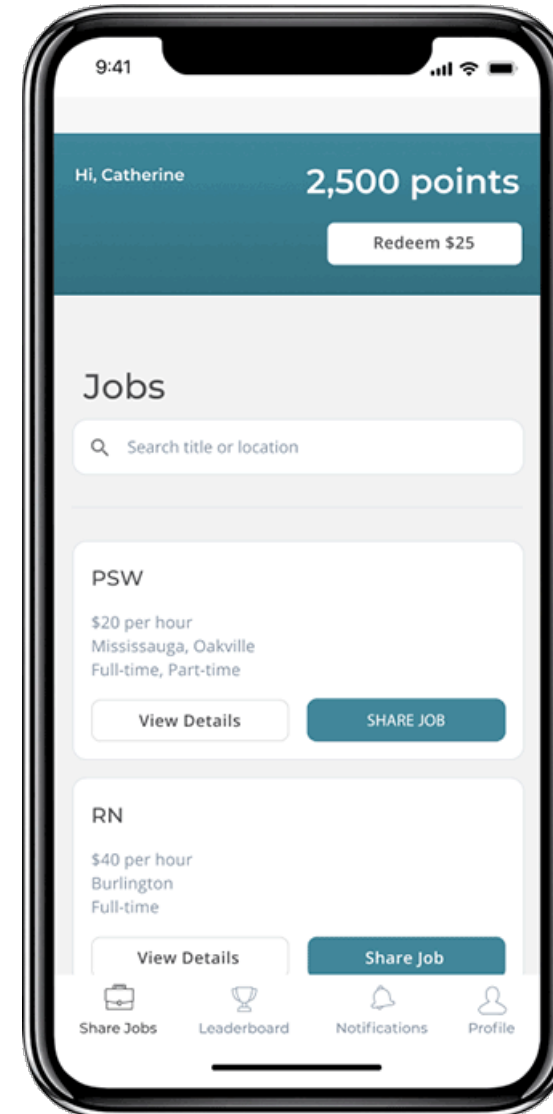
Timely recognition in
the moment

Consistent rewards &
less favoritism




Supercharge staff referrals


- *Make it easy*
- *Reward effort & results*
- *Automate tracking & allocating bonuses*






Why this works

 Systematize prompt & consistent recognition
Immediate rewards lead to higher engagement & motivation

 Make it easy (for everyone)
Reduce effort + increase rewards = more effective behavior change

 Prioritize employee referrals
Referrals are retained nearly twice as long & are four times more likely to be hired



Same Day Pay

- *Earned Wage Access (EWA)*
- *Give your caregivers access to their wages, the same day they're earned*
- *Reinforce the value of each shift*

Same. Day. Pay.

Please select the shifts you want to transfer

Saturday
Dec 18 | 1:00 - 4:00
\$48.00

Sunday
Dec 19 | 1:00 - 4:00
\$48.00

Monday
Dec 20 | 1:00 - 4:00
\$96.00

Tuesday
Dec 21 | 1:00pm - 4:00pm
\$48.00

Wednesday
Dec 22 | 1:00 - 4:00
\$48.00

Thursday
1:00 - 4:00

Home Paychecks Transfers Account

Why this works



Caregivers need access to wages earned

44% of employees have less than \$500 saved for unexpected expenses

84% of employees worry about money on the job

Caregivers oftentimes cannot afford to wait until pay-day to access their earned wages

Financially healthy caregivers are more engaged caregivers

95% of employees want to work for employers who offer Earned Wage Access (EWA)

89% would stay longer with employers who offer EWA

79% would switch to an employer who offers EWA



Questions?

Submit your questions in the Q+A box.



Thanks for joining us!

Please take a few minutes to fill out our post-session survey.