


**Seven HR Systems  
To Become  
Employer Of Choice**

Anne-Lise Gere, SPHR



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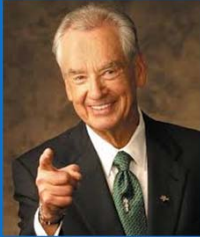
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**Why Does It Matter?**

*"You don't build a business.  
You build people,  
and then people  
build the business."*



Zig Ziglar



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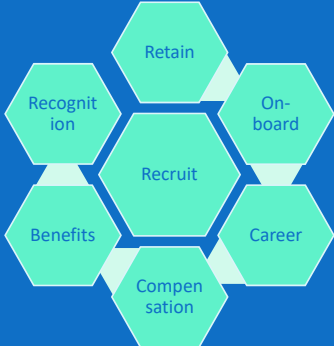
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**Seven HR Systems**



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### Special Opportunity



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### Anne-Lise Gere, SPHR

- HR professional
  - Procter & Gamble
  - Siemens
- Military wife
- Mother



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### Senior Care – My Family History



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### Good New / Bad News The Silver Tsunami

Increase in home-based services  
Direct care workers +30%

GERE CONSULTING ASSOCIATES

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### Home Health - Top Threats

#### Top Threats Facing Providers in 2018

Threat	Percentage
Caregiver Shortages	78.7%
Fight for \$15 Wage Battle	30.5%
Caregiver Turnover	29.9%
Attracting Enough Referrals	24.6%
Privately Hired Caregivers	24.4%

HOME CARE PULSE®  
Empowering Excellence in Home Care

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### SYSTEM #1 Caregiver Recruitment

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**Job Posting:  
Tailor Your Message**

**Reasons Caregivers Choose Agency:**

1. Good work environment (23%)
2. Work schedules (20%)
3. Good reputation (20%)
4. Recommended (20%)

HOME CARE PULSE  
Supporting Caregivers & Agencies

www. GereConsulting.com

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**Job Posting:  
Tailor Your Message**

**Bonus Tips**

1. Dare to be different!
2. Segment your audience

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### School Recruitment: Partner with CNA Schools



**Get started:**

- ✓ Find them
- ✓ Meet school staff
- ✓ Post jobs



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### School Recruitment: Partner with CNA Schools

**Consider:**

- ✓ Testimonial
- ✓ Graduation
- ✓ Office visit



**Bonus Tip:** Don't expect a quick return on investment



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### Does Your Staffing Feel Like This?



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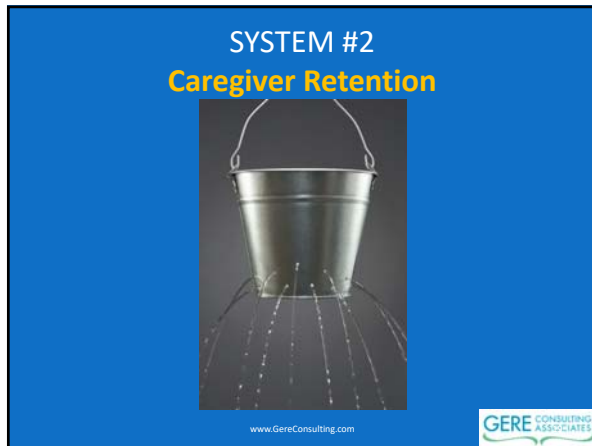
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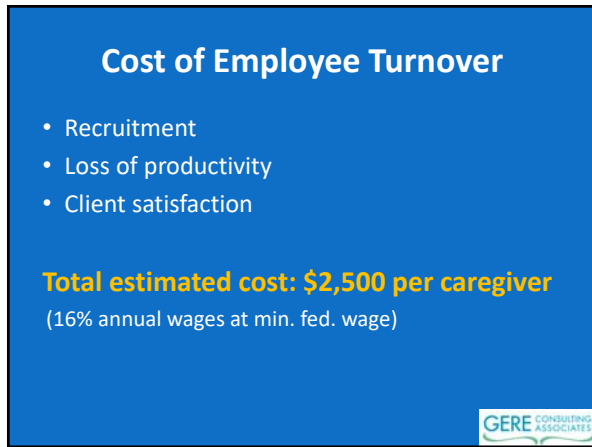
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**Retention**  
**Role of Supervisors**



**Tricky question:** Who is the supervisor?



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**Retention**  
**Role of Supervisors**

**Supervisors have a critical role**

- Build a relationship
- Frequent communication
- Feedback



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**SYSTEM #3 and #4**  
**On-Boarding**  
**Career Progression**



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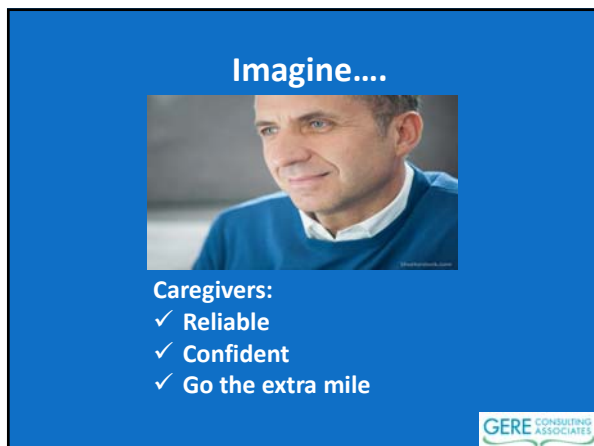
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Imagine ....



System:

- ✓ Helps recruit
- ✓ Growth opportunities
- ✓ Produces highly trained caregivers



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**MENTORING**  
*Successful people never reach their goals alone.*

Caregiver Mentoring



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Mentoring Program



- Orientation
- First 90 days
- Difficult times
- ✓ Retention



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### Who is a Mentor

- RN/LPN
- Office staff
- Experienced caregiver



- ✓ Development opportunity
- ✓ Additional pay



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### Mentoring Program Bonus Tips

- ✓ Identify volunteer mentors
- ✓ Training “Caregiver mentoring program”



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### SYSTEM #5 and #6



COMPENSATION



BENEFITS



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## Does Compensation Matter?



- ✓ Absolutely!
  - Price of entry
  - Quality
- × Pay below market rate => Turnover



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## Compensation

- Lead / match wage rates
- Consider your **pay mix**
- Differentiate beyond \$\$\$



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## Employee Benefits

**Most popular**


- ✓ Paid Time Off (PTO)

**Ideas that won't break the bank**

- ✓ Legal services
- ✓ Employee discounts

**Employer of choice**

- ✓ Health insurance
- ✓ Short-term disability



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SYSTEM #7  
**Employee Recognition**



**EMPLOYEE RECOGNITION**  
A LITTLE **THANKS**  
GOES A LONG WAY



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**Communication**



- Positive feedback
- Schedule touch points



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**Recognition That Works**

**Individual**

- ✓ Cash awards
- ✓ Gas cards
- ✓ Birthday card

**Group**

- ✓ Monthly luncheon
- ✓ Breakfast with CEO
- ✓ All-hands meeting



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## Employee Recognition Bonus Tip



“Every employee wants to feel seen, safe, and valued”  
Dr. Angela Spranger



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## Gift – Strategy Session

- ✓ Grab a flyer
- ✓ Apply NOW
- ✓ 7 spots available

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# Thank You!

**Anne-Lise Gere, SPHR**  
HR Advisor & Consultant  
working with Homecare Providers across the country  
so you become employers of choice.



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