2016 Caregiver Recruiting Survey Results

Insights and best practices from Home Care companies nationwide
ABOUT US

CareinHomes® Caregivers was launched as a direct result of our feedback from our Home care partners around the U.S. When we realized the severity of caregiver shortages in many markets, we thought that we could adapt our own successful model for connecting Home Care companies with families to finding caregivers. We started beta testing CareInHomes Caregivers in 2015.

- We have helped over 800 agencies hire caregivers.
- We receive more than 20,000 caregiver applications per month.
- Candidates are prescreened for age and reliable transportation.
- Precise Zip code targeting so you can get Caregivers where they are needed.
In February 2016, we issued a survey on recruiting practices and trends in the Senior Care industry. We solicited responses from our own customer base as well as from the membership of the Home Care Association of America. We received great response and feedback from survey respondents and found some interesting trends.

**Q1** How many caregivers do you have on your staff?

![Bar chart showing the distribution of caregivers on staff.](image)

**HEADCOUNT**

The majority of our respondents employ less than 50 caregivers. Our median was below 50 caregivers, smaller than the numbers reported by HomeCarePulse’s well-established survey. Before this survey we hypothesized that smaller agencies (those with less than 25 caregivers) weren’t struggling to find caregivers. The results of this survey have helped us design a service based on the true needs of home care agencies.

**STAY ORGANIZED**

You won’t lose track of interested, qualified candidates with CareInHomes® Caregivers because every time you visit, you can see all interested candidates in one easy view. As you screen these candidates you can change the status of their inquiry and easily manage them going forward.

See all your potential candidates in a single view.
RESOURCES

We were highly interested in this question. We wanted to know how much of the hiring process was handled solely by busy, active owners. Even though our survey respondents employ less than 50 caregivers on average, 78% of respondents have an employee that handles recruiting, interviewing, and hiring caregivers. That shows how much work it is to keep a growing Home Care company fully staffed.

With so many respondents allocating resources to hiring, but still having trouble finding enough caregivers, we can assume that Home Care companies have the capacity to screen caregivers, but aren’t getting enough quality applicants.

**Takeaway:**

All agencies view caregiver hiring and recruiting as a pain point.

**Q2** Do you have a staff member, excluding yourself, that is responsible for recruiting, interviewing, and hiring caregivers?

- Yes: 78%
- No: 22%
Q3 How often do you interview potential caregivers?

- **Daily**: 15%
- **More than once a week**: 37%
- **Weekly**: 31%
- **Monthly**: 11%
- **Every few months**: 6%

INTERVIEWING

Our solution for the caregiver shortage needs to align with the day-to-day practices of home care companies. To understand these practices better, we asked how often agencies were interviewing new applicants.

83% of agencies were interviewing at least weekly. This is good news because if we can deliver leads in real-time, the applicants would get timely follow-up for our customers. Other questions that we asked in this survey revealed that one of the big obstacles to hiring enough caregivers was the lack of follow-up by the applicants. They don’t return calls or show up for scheduled interviews. Our solution can help by encouraging follow-up on both sides, and reminding the candidates throughout this cycle how to contact an interested agency -- and to contact them right away.

Takeaway:

Most Home Care agencies are always hiring.
HIRING

To address how often agencies hire, we asked “On average, how many caregivers do you hire compared to the number of applications you receive?” The majority of respondents report they hire between 10–20% of their applicants. That is a similar hiring rate to other categories, like Hospitality and Retail. But, home care agencies do more pre-screening before the candidates fill out an application. Based on these numbers, if you interview 70% of those who apply, you’ll need to review 15 applications per week.

Takeaway:
The average agency needs 15 applications a week to meet hiring goals.

Why is recruiting caregivers so difficult? Respondents say it is a “lack of qualified candidates” (55%). Rarely does a professional caregiver live on the same street as a client. At CareInHomes® we target caregivers based on their home zip code making it easier to target caregivers that are the closest to your clients and eliminating common complaints about gas money and commute times.

Q4 How many caregivers did you hire last year?

75% of respondents are hiring less than one candidate a week.

Q5 What is the biggest factor that makes recruiting caregivers difficult?

Agencies may be hiring but they are having trouble finding the right hires.
QUALIFICATIONS

The legal requirements for private duty home care workers in most states is very low, so there should be lots of qualified applicants. However, the hiring is still infrequent. The definition of “qualified” varies by agency and by state. Some focus on soft skills, other agencies require a certain amount of experience, and in some states there are certification requirements. We know from talking to clients that reliable transportation is a big barrier to hiring, lacking a car will get you screened out by most agencies.

But, we really wanted to find out if there were hidden qualifications that weren’t coming out in our results or in client feedback.

Boy, was there ever! The strongest result in the entire survey was that 82% of our respondents needed ‘compassionate and personable’ caregivers. Unfortunately, that is the most difficult qualification to screen for with résumés or standard employment applications. But, this makes sense because in home care, the relationship is as much about companionship as experienced care. One of the choices on this question was “Other” with a chance to fill in your own responses, which revealed a clear trend. We should have had “Reliability” (or the closely related ‘Dependability’) as a choice because that was the answer entered by the majority of the write in responses. This makes sense, because both families and agencies feel the value of caregivers who show up on time and everyday.

### Takeaway:

Compassionate and personable caregivers are in demand.

### EASY HIRING

CareInHomes® Caregivers does all the heavy lifting of finding and screening candidates, then delivers caregiver information directly to your inbox for a simple flat rate per candidate. No ads to write, no “listings” or “memberships” to manage just a steady supply of potential caregivers to help you take care of more clients and expand your business.
OUTLOOK

The future outlook for hiring is very optimistic, 76% of agencies saw themselves hiring more caregivers than in 2015, while only 1% could imagine fewer hires. This statistic, while highlighting the need for a great hiring process, is also an indicator that Home Care companies see a lot of opportunity for growth in 2016.

We wanted to get the respondent’s outlook on the challenges they forecast for 2016. Fully 70% of the responses picked ‘Caregiver Shortages’ as a top 3 challenge. 52% of respondents were worried about ‘Caregiver Turnover.’ There may be some selection bias built into that, as we can presume that many people who choose to answer a survey on Caregiver recruiting are already concerned about it.

Other topics that registered a high response were attracting new clients (43%), increasing competition (29%), and minimum wage increases (29%) – it’s interesting to note that the minimum wage is only increasing in a few areas currently, but this was a concern spread pretty evenly throughout responses nationwide.

Takeaway:
Staff shortages are the single biggest problem facing Home Care Agencies today.
We have gotten a lot of great feedback on the product.

I have used several different sources to recruit caregivers for Homewell Senior Care of San Diego and CareInHomes® has by far sent the best quality of caregivers and I have a very high referral to hire rate with CareInHomes® VS any other recruiting source. So it is a great value to dollar spent as well!

Larry Fulton, Homewell Senior Care

“We were very impressed with CareInHomes® as our resource for hiring Caregivers. Using CareInHomes® is our primary source for Caregiver contacts and our numbers have improved, adding roughly one new caregiver a week. We were exceptionally impressed with their customer service. They respond to questions immediately and address our issues. We look forward to continuing our ongoing search for new staff hires with CareInHomes®.”

Christina Rossi, HR Specialist Always Best Care Exton, PA

If you need to hire more caregivers, we are here to help! Call me at 512-643-7709 to connect and discuss how we may assist.

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