

A woman with curly hair, wearing a blue button-down shirt and a beaded necklace, is smiling while looking at a tablet. She is standing in front of a large window with a view of a city skyline.

PRIVATE DUTY


How the right technology can bring success.

An expert panel on caregiver recruitment, retention, and satisfaction.


Content based
on webinar with

iRecruit™

MatrixCare
by ResMed



As a variety of concerns grow within the private duty and home care industries, there are two that top the list: advancement in the usage of technology and caregiver shortage. It's clear that these industries share the same fears, but what many don't know is that **technology—when purposefully created—can turn caregiver shortage into caregiver retention.**



Caregiver shortage: The greatest industry concern.

A poll of industry experts showed that 78.9% were worried about a caregiver shortage. We're not surprised. Caregiver turnover reached 82% in 2018—an all-time high. And this number is projected to increase 36% over the next ten years. Pair these numbers with the fact that more than 15 million U.S. adults require some level of personal care, and it's easy to see the problem.

A lot of people need care, but caregivers are leaving their jobs in record numbers. Why?

Top reasons caregivers cite for job dissatisfaction.

- Lack of work-life balance.
- Issues around mobility in larger geographic areas.
- Concerns with accuracy.
- Challenges with compliance, regulation, and the continuum of care.

These common frustrations among caregivers are understandable, but many agencies don't consider the one tool that can lead to higher retention: technology.

[care > caregivers]

Recruiting for the 21st century.

During a recent poll among industry experts, most said they do not use an applicant tracking system (ATS). Instead, they track manually.

With a cloud-based applicant tracking system like iRecruit integrated with an agency management system, businesses can achieve cost-effective and simplified management of online recruiting processes.

- Track candidates through customized workflows.
- Post of unlimited job listings.
- Integrate a job board (which helps spread opportunities throughout different sectors).
- Access ongoing monthly training and support at no charge.
- Manage and compliance in conjunction with your agency management software.
- Get support for EVV and state regulations.
- Perform paperless, electronic onboarding with iConnect.
- Access the integration with your agency management software (iRecruit is integrated with MatrixCare, which allows new hire data to easily transfer throughout the system).

“If candidate is looking for a position in your field, they’re finding that respective job because of the way you’re marketing it. The way you’re branding your organization, and that’s critical.”

Brian Kelly, Managing Partner with CMS

Good recruiting leads to good retention.

The way your agency recruits offers the first impression of how your business operates in general. Clinicians who experience a competent system will understand how they’re expected to perform, and how efficiency integrates into their job role.



Mobile, point-of-care technology has been a big indicator of clinician satisfaction. In fact, among those entities who point to caregiver retention as a top concern, there is a majority that use only web-based software systems. And it seems that a move to a mobile solution is not the only way technology can help with staff recruitment and retention.

How has the arrival and availability of modern technology impacted your ability to hire and attract good talent?

“It definitely has helped streamline the onboarding process. The time of that has drastically reduced. It makes tracking easier. Communication and following up is easier. It’s definitely had a very positive impact.”

Amy Vakalis, Cathleen Naughton Associates Home Care

“Word of mouth travels fast, personal experiences get shared. I think the easier it is to work on an ATS system, the better off we are from a recruitment standpoint.”

Niki Moritabi, Interim Healthcare

How can private duty providers improve their ability to attract and hire talent?

“The first thing is making sure that you have digital presence. You have an attractive career webpage. You actually have to be proficient with updating the career site on your corporate website.”

Brian Kelly, Managing Partner with CMS



We hear a lot about demands for work-life balance. What role does modern technology play in meeting this need for caregivers?

“I think with most of our clinicians being out in the field, the ability to safely document in the home, while at the same time conducting clinical duties without interrupting patient care, is essential.”

Niki Moritabi, Interim Healthcare

“The ability for clinicians to communicate with the office through technology has made things very easy as far as not having to worry about doing it when they get home—being able to communicate right then and there, through the software.”

Amy Vakalis, Cathleen Naughton Associates Home Care

How can customers promote this to incoming or potential talent?

“Basically, syndicating the message that your caregivers have work-life balance, or the flexible execution of caregiving in the home, so that you can utilize it to expand on your recruitment efforts through social media.

Being able to utilize these different technologies, to ensure that those activities are taking place during the visit or during the business hours—I think that is also an added benefit.”

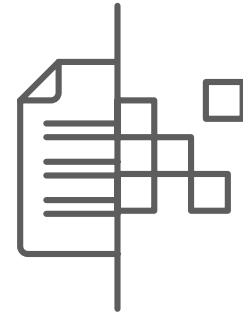
Brian Kelly, Managing Partner with CMS



How important is technology for new hires?

“A good 75% of the licensed staff that we interview, immediately ask about our technology. Part of that is because they tend to spend a lot of their time documenting. Oftentimes that documentation time is unpaid. They want to know what they’re getting into. Again, going back to the reputation of the specific technology that we’re using, to whether or not they’ve had specific experience with that platform, is important to candidates.”

Niki Moritabi, Interim Healthcare



How can we address the issue of caregivers’ needing to be immersed in technology while also being present with clients, and available for families?

“I think first and foremost, education to the patient, education to the clinicians on the benefit for documenting in the home is key. We have to be transparent about the benefits of that, about keeping everyone on the same page in real time. The technology really needs to be a pro, not a deterrent.”

Niki Moritabi, Interim Healthcare



What level of training is necessary to help with user adoption?

“People can’t absorb everything at one time. I think it’s important that we break up the training into small phases, so that people kind of grasp everything that’s available to them. We actually embed a video into their onboarding process, so that their people can understand what to expect. If they’re educated on what to do and what to expect, it certainly makes everybody’s job a lot easier.”

Brian Kelly, Managing Partner with CMS

Can any of the major challenges facing the private duty industry be addressed with technology?

“From a compliance and a regulatory perspective, I think the technology needs to be such that, it changes with the regulations, and if possible, changes ahead of time. To allow for adequate training, and to facilitate a fail-safe compliance method. It’s difficult to pull the plug in one day. I think it needs to be a gradual process, so that the legal, regulatory, and compliance matters are discussed and understood. I think the answer for compliance and regulatory changes, always comes down to technology.”

Niki Moritabi, Interim Healthcare

How has technology improved organizational collaboration between teams?

“It has definitely improved the collaboration between the clinicians and teams, and being able to access clinicians that are sharing the same patients, but just different in disciplines.”

Amy Vakalis, Cathleen Naughton Associates Home Care

“The intra-connectability allows us to be able to interface with outside vendors, with our referral sources and for the referral sources to potentially decrease manual input, which could lead to errors.”

Niki Moritabi, Interim Healthcare



What are some advantages to integrating an applicant tracking system within your agency management software?

“The major advantage of integrating an Applicant Tracking System with your AMS is a paperless hiring process, you have all that new hire data. You will have the application, resume, the notes from the managers, and the interviews. Licenses and certifications that you can now do background checks on, and make sure that you’re in compliance from a legal perspective. Then we can take that data and move it into your AMS system, so you’re not re-keying data.

There’s obviously more accuracy. It’s more efficient from an administrative perspective to have the data flow from one system to the next. Now you have everything with a click of a button. It certainly gives you a lot of proficiency.”

Brian Kelly, Managing Partner with CMS



Adapting to the business challenges of COVID-19 and beyond.

The Coronavirus has impacted our lives in a way that we have never seen before. Social distancing, and orders not to congregate in groups have impacted us all.

Companies that are hiring are facing this challenge head on, and having to adjust their practices.

Interviews are taking place online using video conferencing services such as Skype and Zoom. While in-person interviews taking place behind glass screens, and all without the customary introductory handshakes.

With tools such as iConnect your new hires can complete all your employment forms remotely from home. This includes your employee handbook, emergency contacts, direct deposit, W-4s, and I-9s.

Let's not forget the hiring incentives employers can receive under the Employment Retention Act or the Federal Work Opportunity Tax Credits.



For more information or to request a demo,
please visit matrixcare.com/demo-request/
or call us at 1.866.469.3766.

Content based on webinar with

