



Quality Training for Quality Care

INSTITUTE for Professional Care EDUCATION
Caregiver Training and Certification Experts

HOME CARE PULSE®

A Home Care Pulse Presentation in partnership with the 

Reducing Turnover and Building Loyalty through Caregiver Education

How investing in caregiver training pays off in retention of your best and brightest, helping you build greater business success

Housekeeping

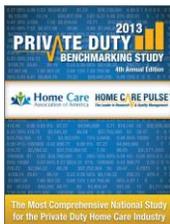
- » Everyone is on mute
- » **IMPORTANT** – For the best quality audio, suggest using your telephone and not your computer’s microphone
- » Type your questions in the question box and we will address them at the end of the call
- » Please “be present” today, pretend we are in a classroom together
- » Please take the one question survey when leaving the presentation
- » The slides and recording of this presentation will be made available within 24 hours. Look for our email.

Who Are We?

Leading Quality Management Firm for the Home Care Industry



Founders and Creators of the Largest National Study for Home Care



About The Presenters



Aaron Marcum
Founder and CEO
of Home Care Pulse



Sharon Brothers
Founder and CEO
of IPCed

Now Showing "The Client Experience"

Starring: You and Your Care Team



What Kind of Client Experience Do Your Professional Caregivers Provide?

- » **Professionalism** – Do your clients feel a high level of professionalism and courtesy with every caregiver you send into their home? – **Directly related to training**
- » **Confidence** – Do your caregivers promote confidence to your clients with every task they perform? **Directly related to training**
- » **Consistency** – Do your clients receive the same high level of care on every shift...from every caregiver? Are the schedules consistently staffed with the same people?
- » **Integrity** – Do your caregivers promote trust and honesty with your clients?
- » **Compassion** – Are your caregivers kind and gentle with your clients? – **Directly related to training**
- » **Safety** – Do your clients feel safe and secure when they are under the care of your professional caregivers? – **Directly related to training**

Perception is Everything

The Filthy Airline Tray

- » What virus am I going to catch from touching this?
- » If they don't clean the trays, what else don't they clean?
- » This airline must not pay attention to detail.
- » Are they maintaining the critical equipment that keeps this thing in the air?



What perception do your professional caregivers have about your training?

Five Outcomes of Caregiver Training

1. **Professional Caregiver Skillset** (Dementia, transfers, personal care, etc.)
2. **Expectations Clearly Understood** (Policies & Procedures, Handbook, Position Agreements)
3. **Greater Confidence in Abilities** (Hands on training, practice, assessments)
4. **Increased Loyalty (Caregiver Satisfaction)** – Caregiver training must be designed to reduce turnover and create more loyal team members!
5. **Focused on Client Satisfaction**

Caregiver Satisfaction Scoring Explanation

- » **Promoters** (Score 9-10): Loyal team members who thoroughly enjoy working for you and have no hesitation referring others to do the same!
- » **Passives** (Score 7-8): Satisfied but unenthusiastic and vulnerable to higher wages and other benefits
- » **Detractors** (Score 0-6): Unhappy caregivers who can damage your client relationships and impede growth through negative word-of-mouth

What are your professional caregivers saying about your training?

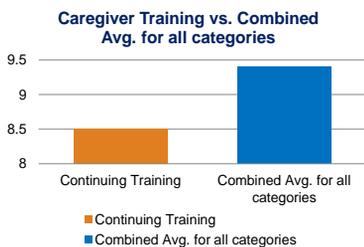
9 – "...they offer a training at least once a month and then provide online training as well...I really like it."

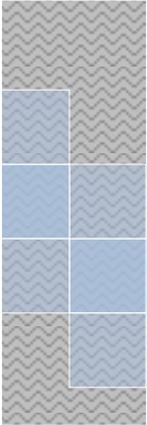
8 – "I like the trainings...but they only hold them every few months."

7 – "...I wish they had the ability to put the training online...that would be so much easier!"

5 – "I haven't really gotten any additional training since starting...other than some tips by mail."

Caregiver Training Receives the Lowest Satisfaction Score, Month in and Month Out





“Take good care of your employees and they’ll take good care of your customers, and the customer will come back.”

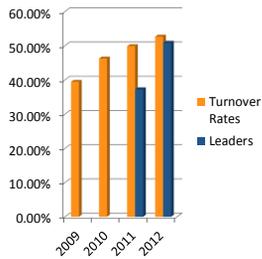
- J. Willard Marriott



Turnover is Increasing

Turnover Facts:

- Turnover has increased significantly in past year
- Turnover will go up even further as economy improves



Source: Home Care Pulse 2013 Private Duty Benchmarking Study.



Turnover is Expensive

Turnover Facts:

- Add all components to calculate your cost:
 - Advertising/Recruiting
 - Background check
 - Referral Bonus
 - Pre-employment assessment
 - Initial orientation and training
- Average cost, including indirect costs: More than \$3,000
- Controlling turnover costs is vital to business health
- Turnover risks client satisfaction, reputation and referrals, too.

Engaged Employees...

- Have higher productivity
- Provide you greater profitability
- Get higher customer ratings
- Experience less turnover and absenteeism
- Have fewer safety incidents



Three ways to increase engagement

1. Select the Right People for Management

- People engage people
- Managers matter
- Who connects most often with caregivers?
- Provide leadership training

2. Develop Employees' Strengths

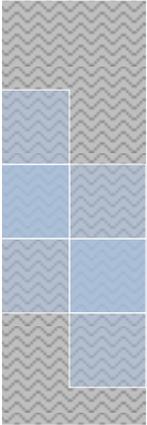
- Develop strengths to accelerate performance and business growth
- **People who use their strengths every day are 6 times more likely to be engaged on the job**
- The right training builds strengths and skills

Three ways to increase engagement

3. Enhance Employees' Wellbeing

- Caregiver wellness promotes better performance, greater reliability and increased engagement.
- Thriving employees are 32% more likely to stay, 46% fewer sick days.
- Teach caregivers good self-care
- Bottom line for you: significant increase in productivity and performance.





Training and Engagement

- Key engagement drivers **ALWAYS** include training!
 - “Materials, equipment and training I need to do my work right.”
 - “Opportunities to learn and grow.”
 - “Someone encourages my development”
- Retention strategies **ALWAYS** include offering additional opportunities for training, certification and professional growth
- Be the **Employer of Choice** by offering more training– get the best; keep the best!



Training builds retention, loyalty

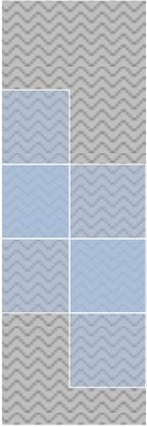
- *Invest in your team*– give them opportunities to move up or move ahead
- *Reward them* with more training opportunities
- *Train them in the company goals and values* – they’ll be stronger employees
- *Help them build new skills* – they’ll be better at their jobs and more engaged

2013

IPCed has a long history of offering Certifications

- *PCA course often used for LTC insurance reimbursement*
- *Three years of HRSA grant funded certifications for CNA, HHA, CNA2 and CHW*





Caregiver Certification is rapidly growing to become a standard in home care and assisted living, even when not mandated by state law.

This consumer-driven change will mean better trained caregivers who are ready and prepared to provide a higher standard of care to your loved ones and clients.





Caregiver Certification – Training for the WIN



- Level 1: Caregiver Core Certification
- Level 2: Core Plus Certification
- Level 3: Caregiver Star Certification
- Level 4: Home Health Aide

Other Certifications:

- Dementia Care Specialist Certification
- Developmental Disabilities Care Specialist
- End of Life Care Specialist (Hospice caregiver)
- Care Leadership Certification
- Client-centered Communication and Customer Service Certification
- Many more



2013

Training: an easy, affordable tool to reduce turnover and build loyalty.



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