

# GEOH'S ULTIMATE CAREGIVER RETENTION PLAN

*Everything you need to know for how to  
find and keep great caregivers.*



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# THE CAREGIVER RETENTION PLAN

Learn best practices to find and keep great caregivers!

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# 1

CHAPTER

## THE CAREGIVING SHORTAGE

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# **YOU'RE NOT ALONE THIS IS A BIG PROBLEM.**

Are you struggling to find and keep quality caregivers for your home care agency? You're not alone. In fact, the turnover rate for home health in 2021 was a staggering 64 percent. This high rate of turnover not only negatively impacts your agency's bottom line, but it also affects the level of care your clients receive.

One of the biggest challenges facing home care agencies is the constant need for new employees. Many agencies have reported giving up business due to the scarcity of available caregivers. The majority of caregivers will leave within the first 90 days of their employment. This means that choosing the right candidate and making a great first impression during the hiring and onboarding process is crucial.

# **BUT, THERE'S HOPE!**

But why do caregivers leave so frequently? It's not always about money. While a raise or monetary bonus can be a temporary solution, it's not always the answer. Caregivers often leave due to a lack of support or feeling undervalued. Your agency must also provide ongoing training, support, and recognition to ensure your employees feel appreciated and fulfilled in their roles.

This book is designed for home care agency owners and managers who are struggling to retain quality caregivers. You will learn best practices for hiring and onboarding, as well as unique strategies for retaining your employees. Discover fresh ideas that go beyond monetary incentives to keep your caregivers happy and motivated. By the end of this book, you will be equipped with the knowledge and tools to ensure your hiring and retention process is the best it can be for your agency.



# 2

CHAPTER

THE IMPORTANCE OF  
YOUR WEBSITE IN  
FINDING AND  
KEEPING CAREGIVERS

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# IT ALL STARTS WITH YOUR WEBSITE

When it comes to finding and keeping caregivers for your home care agency, your website is one of your most valuable tools. This is the first place potential hires will go to learn about your company and what you stand for.

To make the most of this opportunity, you need to ensure that your website includes information about your agency's values and culture. This will not only attract the right candidates but also help you retain them in the long run.

## START HERE

One effective strategy is to create a page on your website titled "Working with [Agency Name]" that highlights why it's great to work for your agency. This page should provide a detailed overview of your company's core values and culture, including information about your mission, vision, and goals.



Create a  
“ Working with  
(Your Agency Name)” Page .

**USE THE NEXT PAGE  
AS A SET BY STEP  
GUIDE TO SET UP  
YOUR WEBAITE PAGE.**

# 1. Title “ Working with Loving Hearts Home Care ”

*“ Working at Loving Hearts Homecare has been such a joy. I feel like my supervisors care about me and I actually enjoy coming to work everyday.” -Janice Smith, 57*

## 2. Quote Quote from your employee above

Loving Hearts Homecare is truly a great place to work. As a premier homecare agency, our commitment to providing high-quality care to our clients is matched only by our dedication to ensuring that our employees feel valued and supported. At Loving Hearts, we know that our caregivers are the lifeblood of our organization, and we pride ourselves on offering a positive and nurturing work environment that fosters growth and development. As such, we provide our employees with comprehensive training and support, as well as regular opportunities for professional advancement. In addition, we offer competitive compensation and benefits packages, as well as a flexible schedule that allows our caregivers to achieve a better work-life balance.

## 3. Details Paragraph about why they should work there

## 4. Values.

# THEN ADD AGENCY VALUES:



## Our Values:

### Respect:

We treat our clients and caregivers with respect. This includes respecting their schedules and time off requests.

### Kindness:

We are kind to our team and each other. We offer weekly check-ins to make sure our caregivers are being supported

### Flexibility:

We know that life happens. , we are flexible and make a schedule you can stick too along with offering vacation days and honoring your time off requests within a 72-hour notice.

# Example:

## Working with

# Loving Hearts Home Care

***“ Working at Loving Hearts Homecare has been such a joy. I feel like my supervisors care about me and I actually enjoy coming to work everyday.” -Janice Smith, 57***

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# VALUES

By showcasing your values and culture, you are more likely to attract caregivers who share your passion and commitment to providing exceptional care. In fact, according to a report from LinkedIn, 86% of millennials are willing to take a pay cut for a job that aligns with their values.

So, take the time to create a website that not only promotes your services but also reflects your agency's values and culture. Doing so will help you find and keep the right caregivers for your organization, resulting in better outcomes for both your clients and staff.

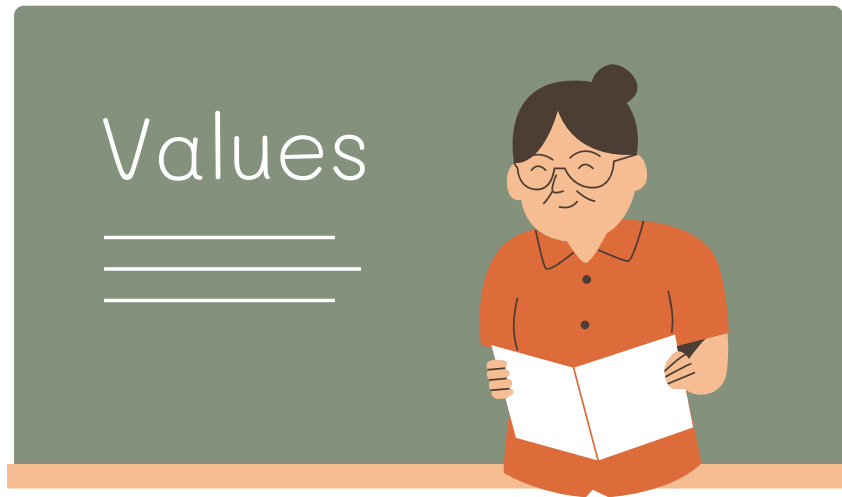


# 3

CHAPTER

## FINDING YOUR AGENCY'S VALUES

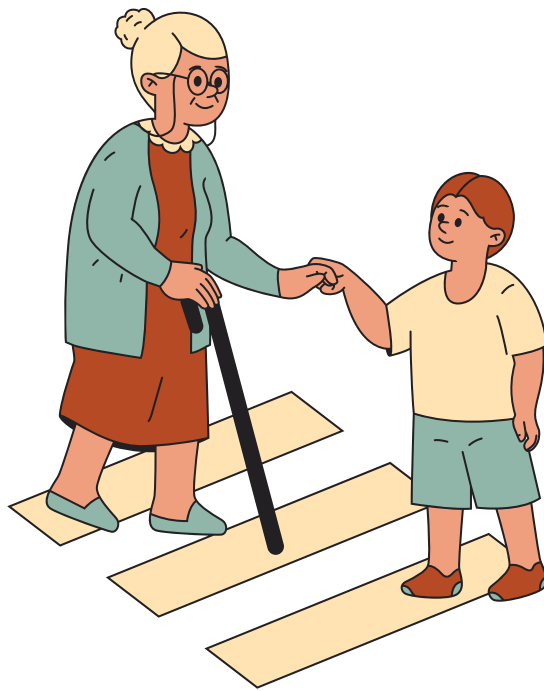
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## **FINDING YOUR AGENCY'S VALUES**

### **Step 1: Brainstorming**

The first step to identifying your company's values is to brainstorm with your team. Gather all employees, from caregivers to administrative staff, and start brainstorming what values are important to your company. You should make sure to have an open and honest conversation, encouraging everyone to contribute their ideas. Write down every value that is mentioned, no matter how small or big.

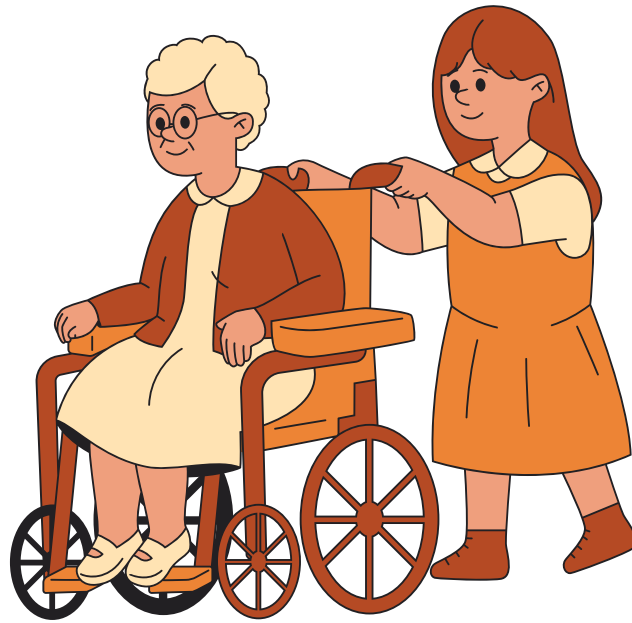


# FINDING YOUR AGENCY'S VALUES

## Step 2: Categorizing

Once you have a list of values, it's time to categorize them and group them together. You may notice that some values are similar, or may even overlap. For example, "respect" and "kindness" may be very similar values. Grouping them together helps simplify the values list and identify themes that may appear.





## **FINDING YOUR AGENCY'S VALUES**

### **Step 3: Prioritizing**

After sorting and grouping values, it's important to prioritize. Your company's values should reflect what is most important to your company's mission and vision. Prioritization helps you to narrow down the list and identify the most important values. You should prioritize the values that align with your company's business goals, as well as the values that your employees feel strongly about.

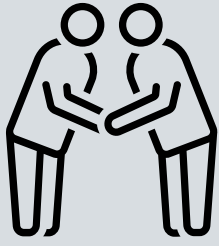


## **FINDING YOUR AGENCY'S VALUES**

### **Step 4: Implementing**

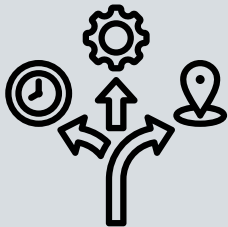
Once you have identified your company's values, it's time to implement them. You should make sure that everyone in the company knows the values, understands them, and knows how to apply them in their daily work. The values should be used as a reference point, guiding decision-making processes, and ensuring that everyone is working towards the common goal of the company.

# EXAMPLES OF VALUES:



## Respect

We are kind and respectful to our staff as well to our clients. This includes being respectful to our staff's time.



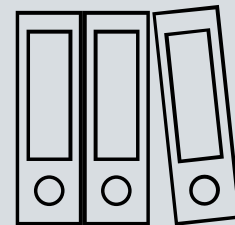
## Flexibility

We understand that life can be crazy for caregivers, so we are flexible if an emergency comes up in your life, and willing to build a schedule you can commit to.



## Creativity

We encourage caregivers to be creative with ways to brighten our clients' days!



## Organization

Having our schedules organized for our caregivers and patients on time and in advance, and having a clear plan for our caregivers to keep them stress-free.



# 4

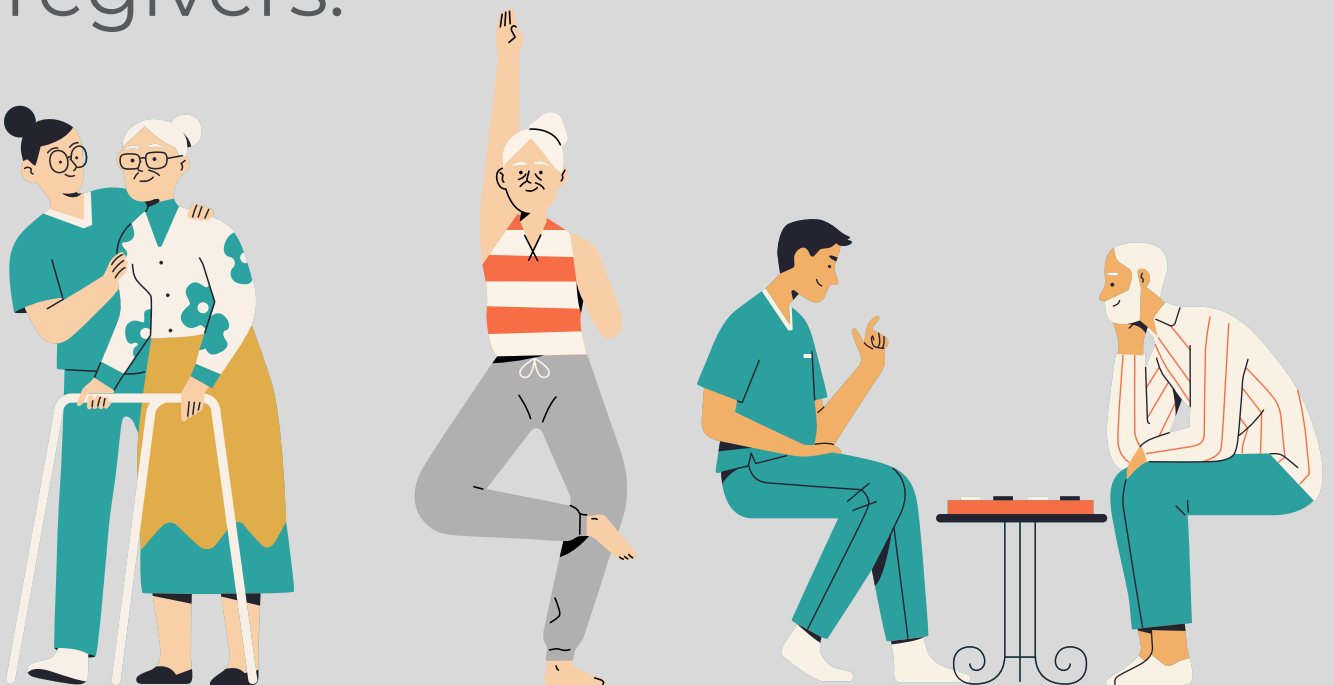
CHAPTER

DO ADS REALLY  
WORK?

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# HOW TO RUN ADS TO FIND CAREGIVERS

Finding the right caregivers can be challenging for any home care agency. With so many options available, it can be overwhelming to know where to start. Running ads can be an effective way to reach potential caregivers who may not have considered a career in caregiving before. In this chapter, we'll explore the platforms where you can run ads and how to target potential caregivers.



# WHERE TO RUN ADS

## 1. Facebook:



With over two billion active users, Facebook is a great platform to run ads. You can create targeted ads that reach specific demographics and interests.

## 2. Care.com:



Care.com is a popular platform that connects families with caregivers. You can run ads on their site to reach caregivers who are actively searching for work.

## 3. Zip Recruiter:



Zip Recruiter is a job board that allows you to post job openings and receive applicant resumes. You can target specific locations and job titles to attract the right candidates.

# WHO TO TARGET



When it comes to caregiver recruitment, it's important to think outside the box. You don't just want to target people with caregiver experience, but also those who may not have considered a career in caregiving before. Consider targeting people who have experience in customer service or hospitality, as these skills can easily transfer to caregiving.

In your ads, educate potential candidates on how they can easily become a caregiver and that it does not require nursing school. Highlight the benefits of working in caregiving, such as flexible hours and the opportunity to make a difference in someone's life.

# WHEN TO RUN ADS

To get the best results from your ads, it's important to run them consistently, but not too much so you do not get marked as spam. We recommend running ads 2-3 times a month to keep your recruitment efforts top of mind for potential candidates.

## EXPERT TIPS

When setting up a Facebook ad, make sure to use eye-catching visuals and copy that clearly communicates the benefits of working for your agency. Test different ad creatives to see what works best. You can also use Facebook's Lookalike Audiences feature to target people who are similar to your existing caregivers.

When targeting potential caregivers, it's important to be clear about what the job entails and what the expectations are. Make sure to communicate the job requirements, compensation, benefits, and any other important details. This can help you attract the best candidates for the job.





# 5

CHAPTER

AVOIDING 90 DAY  
TURNOVER.

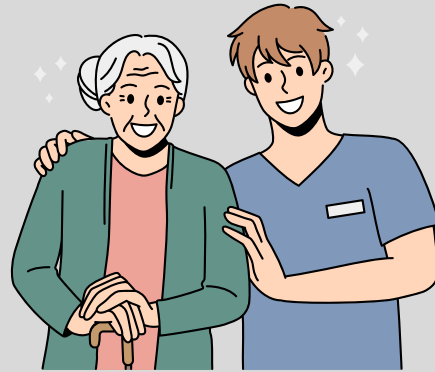
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# AVOIDING 90 DAY TURNOVER



As a caregiver agency owner, your biggest concern is caregiver retention. It's a known fact that retaining caregivers is a constant challenge in this industry. According to studies, most caregivers leave their job within the first 90 days of employment. This high turnover rate can be expensive for agencies in terms of recruitment and training costs, not to mention the time and effort that goes into getting caregivers comfortable with their tasks and clients. In this chapter, we'll discuss some strategies on how to avoid the 90-day turnover period and retain your caregivers.

# AVOIDING 90 DAY TURNOVER



## 1. Pre-Training Communication:

One of the best ways to avoid the 90-day turnover period is to start communication with caregivers before they even start their job. This can be done by checking in with them on the phone before their first day and letting them know about how their training will be conducted. This will help them feel more connected and invested in the process.

# AVOIDING 90 DAY TURNOVER



## 2. Start them as soon as you can:

One week or two weeks can be a long time to go without a paycheck. If you cannot start caregivers right away, they may go to another agency. Some caregivers cannot afford to wait for their next paycheck that long. Try to start new caregivers as soon as possible to ensure they choose your agency over another one.

# AVOIDING 90 DAY TURNOVER

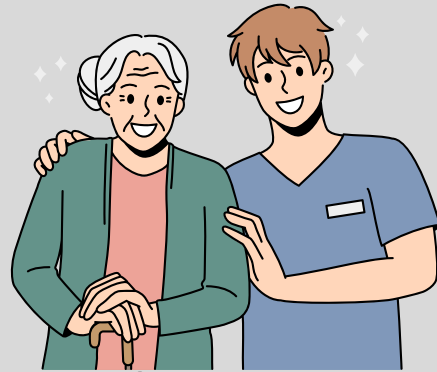


## 3. High-Quality Training:

The quality of training provided to caregivers is a crucial factor in retaining them beyond the 90-day turnover period. A well-designed and comprehensive training program will not only teach caregivers the practical skills they need to do their job, but it will also provide them with the necessary knowledge about agency policies and procedures, client care expectations, and emergency protocols.

High-quality training will instill in caregivers the confidence and motivation they need to perform their duties effectively. This will also improve their job satisfaction and help them to feel valued as members of your agency.

# AVOIDING 90 DAY TURNOVER



## 4. The Right Assignment:

Finally, providing your caregivers with an assignment that they are comfortable with is key to retaining them. It's important to know their strengths, limitations, and preferences so that they can be matched with suitable clients. A poor job match may lead to stress, job dissatisfaction, and eventually, resignation.

This goes beyond just matching clients geographically, but also understanding the cultural background, social habits, and preferences of both the client and caregiver. A good match will make the caregiver feel supported and valued by your agency, which will lead to longer-term retention.



**"There is nothing impossible  
to they who will try.**

Alexander the Great

We hope you find these tips  
and printables helpful for  
running your agency! We have  
hope that great things are in  
store for your agency, and if  
you ever need help remember  
we here at GEOH are here for  
you!

- The GEOH team





# YOU CAN DO THIS!

Questions? Ask us here: (317) 455-3218

Q U E S T I O N S ?

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