



HR Systems to Be Employer of Choice ***Version 2.0***

Top Threats to Senior Care:

- 1.
- 2.
- 3.

System # 1 –Recruitment

Without quality caregivers, you cannot grow your agency

The 3-legged stool of a strong recruitment strategy:

- 1.
- 2.
- 3.

Tailor your message to what caregivers value

Try something new - Recruiting at CNA schools

Bonus tips:

- ✓ Dare to be different
- ✓ Track your numbers

System #2 - Caregiver Retention

Retention is the new recruitment

High cost of employee turnover: \$_____

Role of supervisor

Support on the job

Systems #3 & #4 – On-boarding & Career Progression

Even Michael Phelps needed a coach to be successful

Why mentoring

Who is a mentor

Role of the mentor

Bonus tips:

- ✓ Identify volunteers

- ✓ Train your mentors

System #5 & #6 – Compensation & Employee Benefits

Don't kid yourself. This is important.

- Does compensation matter?
- Lead and differentiate on compensation
- Employee benefits beyond health insurance
 - PTO
 - Legal services
 - Employee discounts

System #7 – Employee Recognition

"Every employee want to be feel seen, safe and valued" Dr. Angela Spranger

Feedback is the best form of employee recognition

- Regular feedback
- Performance review (6 to 9 months)

Ideas for recognition that works

Bonus Tips:

- ✓ Have a list - Touch all caregivers

- ✓ Schedule it and make it festive!

Anne-Lise Gere, SPHR, is an HR advisor and consultant at Gere Consulting Associates LLC. Her practice focuses on helping home care agencies grow and retain quality caregivers. She also assists with HR projects (employee handbook, job descriptions), employee training and support to solo HR practitioners. Home care employers around the country consult with her on employee relations and HR policies.

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