



Long-Term Care Foundation

of Washington State

Caregiver Recruitment

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Agenda

- Recruiting best practices
- Hiring Best Practices
- Retention best practices
- How to write compelling job post
- Improve hiring process
- Top caregiver recruitment sources
- Top reasons employees are leaving
- Reward system

Recruiting Best Practices

Know your Requirements

- Training
- Certification
- Licenses and Employment Information

Find the Right Forums

- Training Schools
- Word-of-Mouth
- Referral Plans

Establish your benefits

- Flexibility
- Ongoing Training

How to Outline Your Job Post

- **Headline**
 - Catch the caregiver's attention
- **Paragraph 1**
 - Meet the caregiver where they are and show you understand.
- **Paragraph 2**
 - List reasons why your business is the preferred employer.
- **Paragraph 3**
 - Communicate your primary advantage and list three benefits caregivers get from the advantage.

How to Outline Your Job Post (cont.)

- **Call to Action 1**
 - Invite applicants to submit and tell them what to expect.
- **Bulleted Lists**
 - List your business's top benefits
 - List the positions requirements
- **Paragraph 4**
 - Write a “press-release style” About Us section
- **Final Call to Action**
 - Invite them to learn more on your website or social media page



The Long-Term Care Foundation

Start your Career in Healthcare here!

If you're a caregiver looking for consistent hours, work/life balance, and career growth, you'll be excited to hear that due to business growth, **The Long-Term Care Foundation** has new openings in Bremerton and Seattle.

Unlike other companies, who are constantly understaffed – leaving you exhausted and unfulfilled at the end of the day, **The Long-Term Care Foundation** offers a healthy work/life balance that is both fun and rewarding.

Our business strongly values education. We offer paid on-the-job training, professional certification opportunities, and career growth.

JOIN THE TEAM

To apply for one of our open positions,

Please [click here to apply online](#).

After we receive your application, our hiring manager will call you for an interview, then we'll invite you to our office for a final interview. Most new team members can start work 3 days after their final interview.

There are 2 open positions and we're looking to make our decisions by April 30th.

Why work with The Long-Term Care Foundation?

- Full or part-time work available
- Guaranteed raises after 6 months and 1 year
- Grow professionally

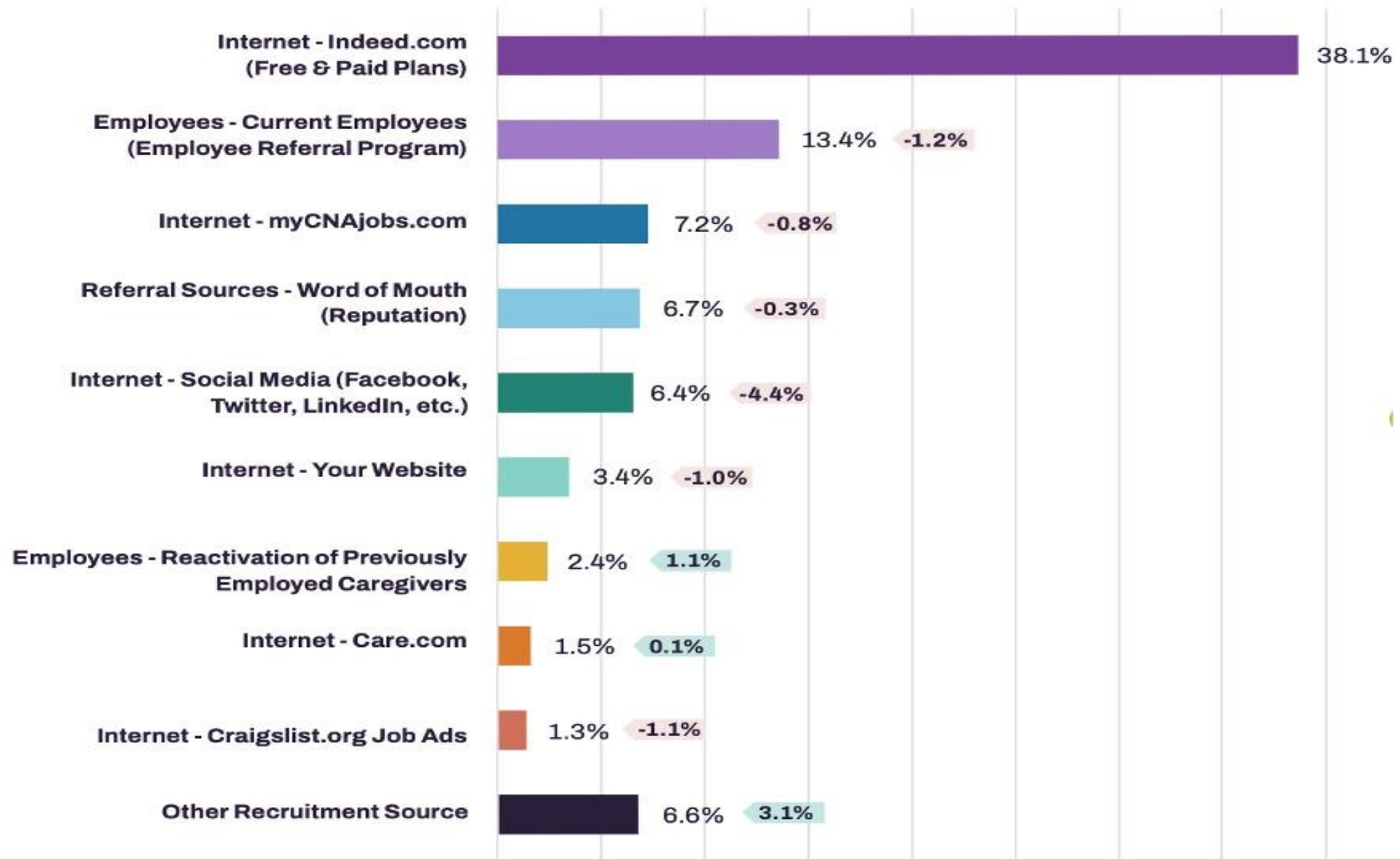
Caregiver Requirements

- Must pass criminal background check
- Can lift up to 50 lbs.
- CPR/First Aid
- Willingness to learn and/or obtain either HCA or CNA license.

About The Long-Term Care Foundation

This is a place where you can highlight certain information about your business. Examples can include mission, vision, and core values.

3.1 Top 10 Caregiver Recruitment Sources/Methods for 2021



What is ghosting?

What is ghosting?

Ghosting is when a job candidate drops out of the interview process without notice or follow-up.



Reasons

Reasons why candidates ghost potential employers

- Poor communication
- Potential employer took too long to respond or next steps were unclear
- Doesn't know what happens next
- Decides the job isn't the right fit for them
- They receive an offer for a different job with better pay or benefits

How to Prevent

How can you prevent candidate ghosting?

- Keep up with candidate communication
- Offer transparency
- Be flexible
- Streamline your hiring process

- Make your hiring process faster and easier for a caregiver to get through
 - How long does it take for a caregiver to go through your hiring process? Can these steps be combined for efficiency?
- Your response time matters
 - How long are you taking to reply to applicants? Caregivers are applying to multiple jobs at one time. It bubbles down to a race of who contacts them first.
- Help nurture caregivers to enter this industry
- Have a consistent flow of applicants

Improve Your Hiring Process

Hiring Best Practices

Hiring Best Practices

- Professional Training
 - Certifications
- Previous Experience
- Adaptability
- Basic Assessment and Documentation Skills
- Communication Skills
- Provide Safety and Comfort
- Follow Legislation and Guidelines



How to Improve Employee Retention

- Supervisors are critical for improving employee retention
- Employees will leave an organization if the supervisor is not supportive
- Employees will leave bad bosses despite high salary and benefits
- Supervisors who motivate employees are rewarded with loyal and committed employees



Retention Best Practices

Five Main Drivers of Retention

- Job design and work
- Career opportunities
- Rewards
- Employee relationships
- Characteristics of the employer

Strategies

- Hire the right person at the start
- Salary and benefits should be competitive
- Make employee engagement possible
- Be a brand they can be proud of

More on Retention

- **Recognizing retention starts with recruiting**
 - Retention starts right from the beginning, from the application process to screening applicants to choosing who to interview
- **Identify candidates who'll stay the course**
 - Look beyond the resume. Have they worked at a company for many years through ups and downs? That speaks to loyalty, perseverance, and engagement.
- **Provide ongoing education and clear paths to advancement**

What is an Employee Reward System?

An employee reward system is a recognition program for helping employees master their work habits and set them up for success. Employee reward systems enable peer-to-peer recognition.

	How to Implement an Employee Reward System
Step 1	Identify the goals and objectives you want the reward system to cater to
Step 2	Figure out which employee behaviors you want to reinforce
Step 3	Establish key performance indicators
Step 4	Pick out rewards you think will best fit and nurture your company culture
Step 5	Properly introduce, explain, and rollout the employee reward program to employee

Reward System Ideas

Caregiver of the month

Coffee

Express thanks with a public
thank you

Health and wellness

Attendance

Bonuses and raises

Gift cards

Employee referral

Lunch

Professional Development





Top Reasons Why Employees are Leaving:

- Toxic work environment
- Restore work-life balance
- Burnout, exhaustion
- Response to Covid
- Lack of connection to organization or team



The 'Great Resignation' Isn't Over Yet

Number of people quitting their jobs in the United States, seasonally adjusted



Source: U.S. Bureau of Labor Statistics



Current Average IP Wages

CCH	1 st Half FY22	2 nd Half FY22	1 st Half FY23	
	July 1 - Dec 30 2021	Jan 1- Jun 30, 2022	Jul 1 - Dec 30, 2022	Jan 1- Jun 30, 2023
0-2,000	\$16.85	\$16.98	\$17.76	\$18.14
2,001-4,000	\$17.00	\$17.13	\$17.91	\$18.30
4,001-6,000	\$17.15	\$17.28	\$18.06	\$18.44
6,001-8,000	\$17.33	\$17.46	\$18.25	\$18.63
8,001-10,000	\$17.53	\$17.66	\$18.44	\$18.82
10,001-12,000	\$17.78	\$17.91	\$18.69	\$19.08
12,001-14,000	\$18.03	\$18.17	\$18.96	\$19.35
14,001-16,000	\$18.63	\$18.83	\$19.62	\$20.01
16,001-20,000	\$18.94	\$19.08	\$19.87	\$20.26
20,001 and above	\$19.21	\$19.35	\$20.15	\$20.55

Current Average IP Wages: \$19.16

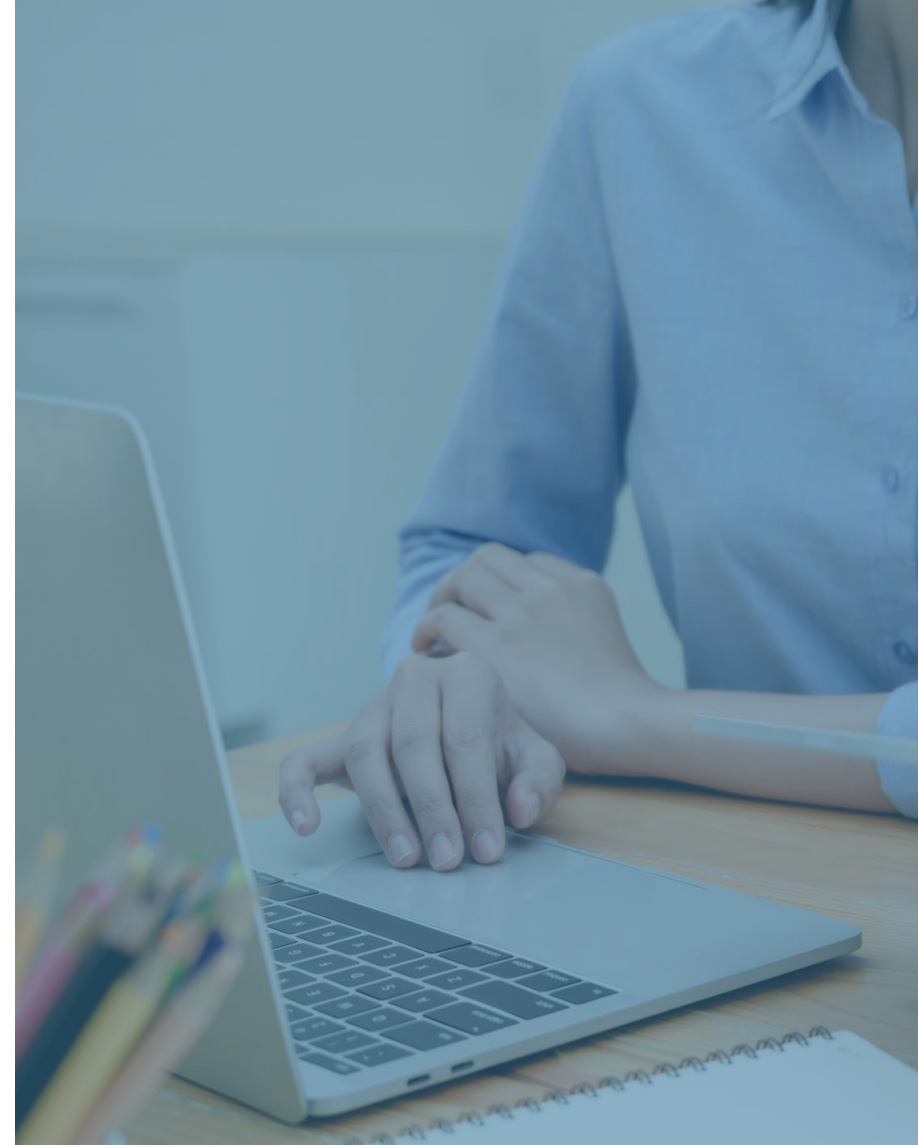
Caregiver Salary in WA

Years of experience	Per hour
Less than 1 year	-
1 to 2 years	\$18.70
3 to 5 years	\$19.47
6 to 9 years	\$19.89
More than 10 years	-

Adult Family Home Training Network (Pilot Program) Tuition Assistance

Advantages

- Reduce turnover
- Improve recruitment efforts
- Improve morale
- Increase loyalty
- Create knowledgeable employees



PILOT PROGRAM
ORIENTATION

Join us
Weekly AFHTN Pilot Program Orientation

Wednesdays at 1pm:

<https://bit.ly/3ISPV3v>

QUESTIONS?



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