



CAREGIVER RECRUITMENT RESOURCES



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AGENDA

Recruitment Best Practices

Caregiver Recruitment Sources

Hiring Best Practices

How to Create a Compelling Job Post/Description

Top Reasons Employees are Leaving

Retention Best Practices

The “Reward System”



RECRUITMENT BEST PRACTICES:



- Invite candidates to a “meet and greet” before starting any paperwork, let them meet current employees
- Know EXACTLY what you are looking for in an employee (ie. Trainings, certificates, licenses and employment information)
- Get familiar with recruitment sources
- Establish any benefits (ie. Schedule flexibility, ongoing training, pay raises)
- Understand your competitors (agency caregivers, IPs etc)

PRE- RECRUITMENT QUESTIONNAIRE



Long-Term Care Foundation

of Washington State

Pre-Recruitment Questionnaire

The following information will be used to better understand the position opening that you are looking to fill. This information will also be used to better pinpoint the questions to be asked when screening a potential caregiver. Thank you.

How long has this position been open?

What is the job title of the position you wish to fill?

Do you have a job description for this open role?

If no description, please describe the daily duties of this open position.

What are the hours of the open position?

What qualifications would you like this individual to have?

PRE- RECRUITMENT QUESTIONNAIRE

If the individual is not certified, would you be interested in using the Training Network?

How many residents do you have or expect this potential new hire to be working with?

Do you serve a particular population (dementia, DD, Mental health)

What is the hourly rate for this position?

How flexible can you be with the rate of pay for this position?

What perks or benefits does your AFH offer its employees?

What are your "Must have" candidate qualities?

What are your "like to have" candidate qualities?

PRE- RECRUITMENT QUESTIONNAIRE

Contact Information

Phone Number:

Email:

AFH Address:

Additional Information

Include any additional information not listed above that you would like us to know.

CAREGIVER SCREENING TOOL



Caregiver Phone Screen

CANDIDATE NAME		CONDUCTED BY	Cassheina Murray
CANDIDATE EMAIL ADDRESS		CANDIDATE PHONE NUMBER	
POSITION TITLE	Caregiver	ADULT FAMILY HOME	
DESCRIPTION OF POSITION BEING FILLED			
DATE AVAILABLE		SALARY RANGE	

Tell me about your work experience	
Are you familiar with the adult family home setting? If not, what made you want to apply to work in an AFH setting?	
How would you describe your attendance?	
Do you have any certifications or experience in healthcare? Mental Health Dementia NAR (Nursing Assistant Registration) CNA (Certified Nursing Assistant) HCA (Home Care Aide) Nurse Delegation/Diabetes DD Specialty	
Are there any restrictions on your working availability?	
Are you up to date on CE's and Creds?	

CAREGIVER SCREENING TOOL

Covid Vaccine Booster	
Are you authorized to work in the United States?	
Recent TB test or chest x-ray	

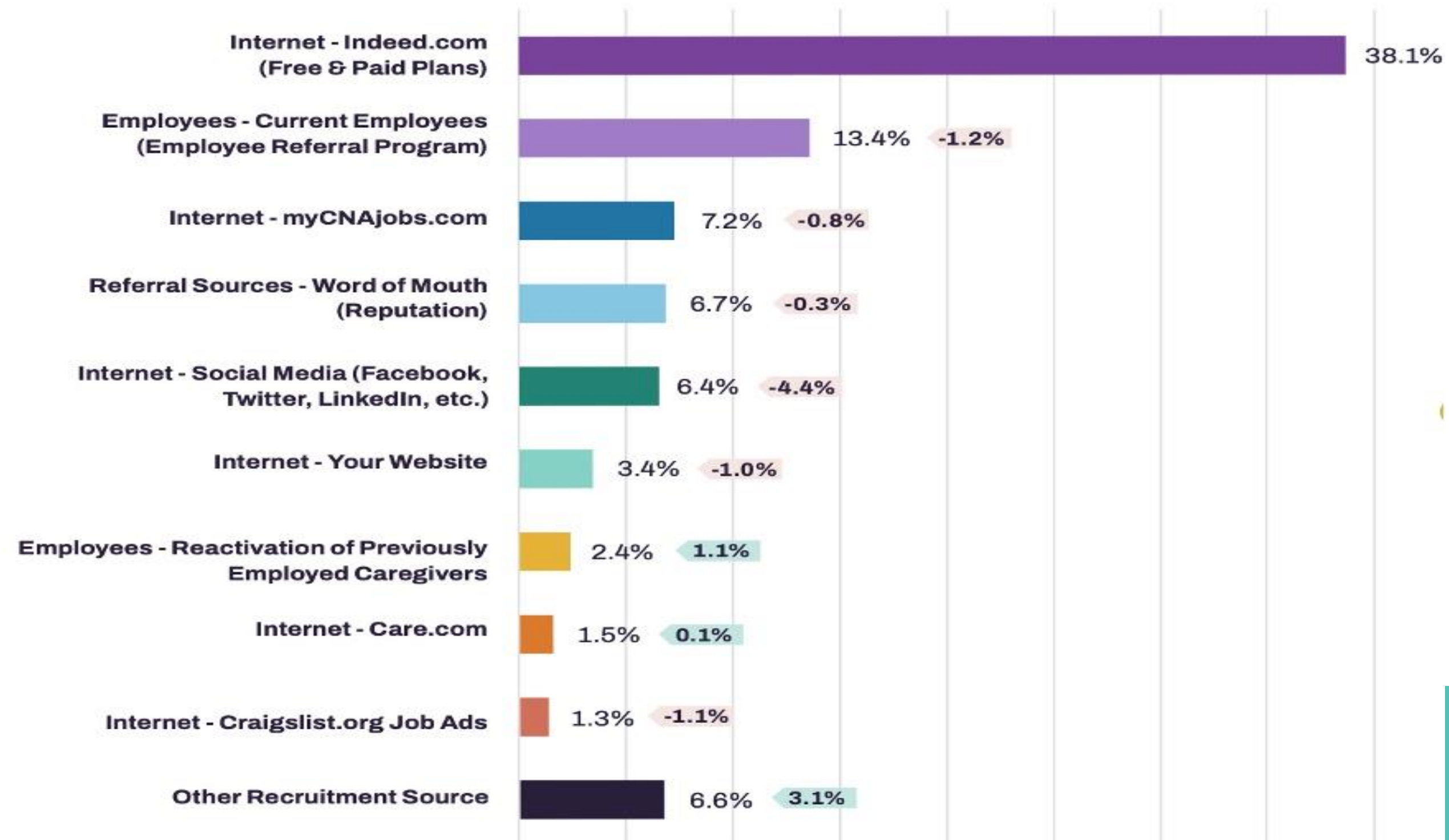
	POOR	FAIR	GOOD	EXCELLENT	COMMENTS
WORK EXPERIENCE					
SKILL SET					
PROFESSIONALISM					
ATTITUDE					
EDUCATION					
ENTHUSIASM					

COMMENTS Provide any additional comments to support your assessment and recommendation.		
RECOMMEND FOR HIRE		NOT A MATCH
		DECISION NOT YET MADE

Follow Up

CAREGIVER RECRUITMENT RESOURCES

3.1 Top 10 Caregiver Recruitment Sources/Methods for 2021



UNDERSTANDING COMPETITORS:

Competitors to take into consideration:

- IPs (independent providers)
- Agency workers (ie: CCS, KWA, Always Caring etc.)
- Nursing Homes
- Assisted living facilities

HIRING BEST PRACTICES

- Streamline your hiring process (the same way each time)
 - How long does it take to get through your hiring process? Is there a way to combine any steps for a more time efficient process?
- Improve the applicant experience
 - be quick to reach out as most applicants move on to the next job/interview very quickly as they are applying to multiple jobs at once. It comes down to a race of who contacts the applicant first.
- Help nurture caregivers to enter into the long-term care industry
- Highlight again during this process any benefits of working for you. (professional training, etc)
- Identify who will stay (longevity at previous employment etc)

GHOSTING

- When a candidate drops out of the interview process without notice or any follow-up
 - Poor communication
 - Employer took too long to respond to or the next steps were unclear
 - Decides the job isn't the right fit
 - Receives an offer with better pay or benefits

GHOSTING CONT.

- How to prevent ghosting
 - Keep up with candidate communication
 - Offer transparency throughout the process
 - Be flexible
 - Streamline the hiring process

Start your Career in Healthcare here!

HOW TO CREATE A
COMPELLING JOB
POST/DESCRIPTION

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.

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

TOP REASONS PEOPLE ARE LEAVING

- Toxic work environment
 - Bullying or harassment, favoritism, unclear or impossible goals. Poor communication
- To restore work/life balance
- Burn out and or exhaustion
 - Excessive workload, limited say in schedule, employer constantly extending shifts
- Lack of recognition
 - Taking on additional tasks without credit, doing well at work resulting in MORE work
- ALSO, employees are “quiet quitting”
 - Stops volunteering for extra work or responsibilities, not speaking up in meetings, turning down ANY work outside of job description, doing ONLY what they are supposed to do, no more no less.



CAREER DEVELOPMENT

- Offering career development can:
 - Reduce turnover rates
 - Improve recruitment efforts
 - Improve morale
 - Increase loyalty
 - Create knowledgeable employees



CAREER DEVELOPMENT CONT...

Career Development Opportunities could include:

- Additional trainings:
 - Mental Health
 - Dementia
 - Nurse Delegation
 - Nurse Delegation w/ a focus on Diabetes
- AFH Admin training
- HCA
- CNA
- HCA to CNA Bridge

RETENTION BEST PRACTICES

- Create a positive Environment
 - Supervisors (unsupportive), current employees(negative attitudes, not pulling their weight)
- Supervisors are critical in employee retention as an employee will leave if theyre not being supportive, or HEARING the employees
- Between the supervisors and current employees, they really create the environment of the home. If employees aren't doing what they are supposed to do and supervisors are not following procedures, It creates a very negative workplace.

RETENTION BEST PRACTICES CON.

- MAIN DRIVERS OF RETENTION
 - Job design and work load
 - Opportunities for advancement
 - Rewards
 - Employee relationships
 - Characteristics of the employer
- Employee referral program
 - Offer an incentive for referrals from current employees (a bonus after a certain amount of time)
- Offering a retention bonus (ie. 60days/90days/6months)
- Stay up to date with competitive wages (IPs, agency providers etc)

THE “REWARD SYSTEM”

- How to implement an ERS (Employee Reward System)
 - Identify goals/objectives you want the system to cater to
 - What employee behaviors do you want to reinforce
 - Establish key performance indicators
 - Pick out rewards you think will best fit and nurture your company culture
 - Properly introduce, explain, and rollout the ERS to your employees



IDEAS FOR YOUR REWARD SYSTEM

- Caregiver of the month/year/quarter
- Express your thanks in a meeting/public way
- Gift cards
- Lunch
- Coffee
- Bonuses/raises
- “free day off”
- Point system (employees accumulate points and can use for discussed items)



WHO TO CONTACT

cassheina@ltcfwa.org – helps with recruiting and the certification process.

shereice@ltcfwa.org – handles AFHTN stipends, answers questions about the training and certification process.

zenaida@ltcfwa.org – approves AFHTN applications, registers students to schools, and answers questions about the training process.

tiffany@ltcfwa.org – approves AFHTN applications, registers students to schools, and answers questions about the training process.

QUESTIONS