

Recruiting and Retaining Top Talent in Home Care

The Leading Home Care Winter 2006 Teleseminar Series

With Your Host:
Stephen C. Tweed, CSP
Chairman & CEO
Leading Home Care

The single biggest barrier to growing your home health care company in 2006 will be finding and keeping capable staff.

The two areas of greatest concern to home care leaders are:

1. Finding and keeping nurses, therapists, and home health aides.
2. Recruiting and selecting top sales talent.

This three-part teleseminar series will address these two critical issues.

Session #1: **22 Tips for Recruiting Home Health Nurses, Therapist, and Aides** **Thursday, January 19, 2006... 1:00 p.m. Eastern Time**

Based on research conducted with the readers of *Stephen Tweed's Leading Home Care Report*, this opening teleseminar will bring you the Top Twenty Two techniques for effectively recruiting nurses, therapists and home health aides in home care.

Although the number of nursing vacancies across the country has declined over the last few years, we continue to see a growing need for home health nurses. And with 28% of nurses age 50 or over, we see a huge outflow of experienced nurses in the next few years as nurses retire or cut back to part time work.

To sustain the current level of service, and to grow your business, you will need to look for some new and innovative ways to find the nurses, therapists and aides you need. In this interactive audio learning program, Stephen Tweed will give you very specific tips and techniques to find the nurses you need.

Objectives: As a result of this program, you will be able to ...

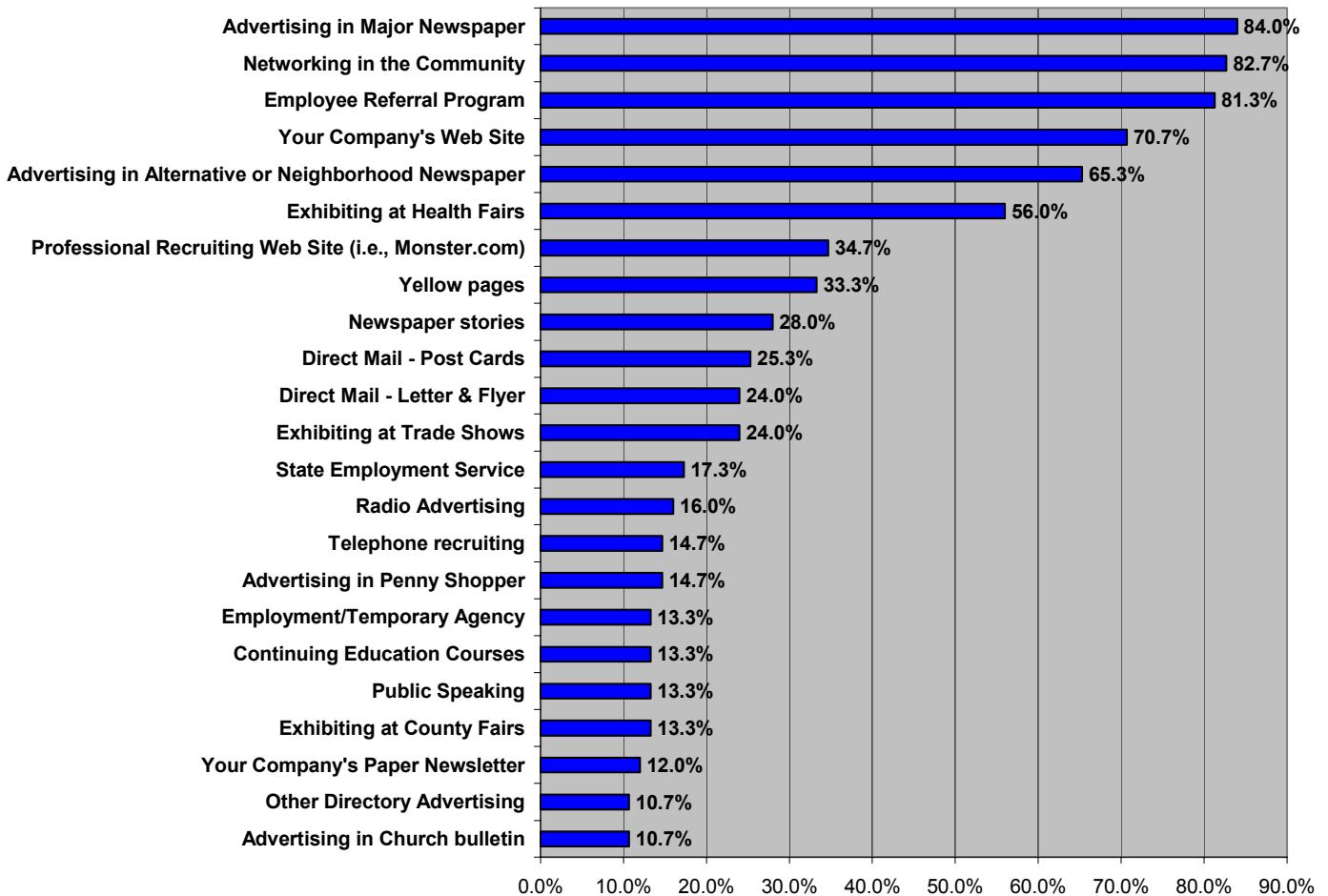
1. Describe the research that identified the most effective recruiting techniques
2. Discuss the most frequently used recruiting techniques in home care
3. Describe the Twenty Two most effective techniques for finding high quality job applicants
4. Apply the Top Ten most effective techniques.

The Leading Home Care 2006 Recruiting Study

As a leader in studying the factors that affect home health agency growth, Leading Home Care surveyed the readers of our electronic newsletter, *Stephen Tweed's Leading Home Care Report*. Seventy Seven home care executives responded to the survey. This preliminary online survey was followed by a series of telephone interviews with survey participants.

The result of this survey was our ability to identify the most frequently used recruiting techniques in home care, the techniques which generate the highest number of job applicants, and the techniques that generate the highest quality job applicants.

The Most Frequently Used Recruiting Techniques in Home Care



The Top Twenty Two Techniques for Recruiting High Quality Job Applicants



Some Lessons from our Research

1. Some of the most frequently used techniques are also the most effective.
2. Some frequently used techniques are not very effective in getting high quality job applicants.
3. Some techniques that are not frequently used can be very effective.
4. Execution is the key. There is no silver bullet in recruiting. How you execute your recruiting strategy makes all of the difference in the world.

Key Principles in Executing Your Recruiting Strategy

1. Create a Great Place to Work.
2. Define your Strategic Staffing Advantage.
3. Craft your recruiting message.
4. Get your recruiting message out to the right audience using effective recruiting techniques.
5. Make it easy for high quality job applicants to do business with you.
Treat them like customers.

Putting The Top Ten Recruiting Techniques to Work For YOU!

1. Employee Referral Programs (81.3%)
2. Networking in the Community (82.7%)
3. Your Company's Web Site (70.7%)
4. Advertising in Alternative or Neighborhood Newspapers (65.3%)
5. Advertising in Major Newspaper (84%)
6. Telephone Recruiting (14.7%)
7. Continuing Education Courses (13.3%)
8. Your Company's Electronic Newsletter (6.7%)
9. Direct Mail - Post Cards (25.3%)
10. Your Company's Paper Newsletter (12.0%)

Discussion Questions:

1. What do we need to do to create a great place to work for nurses and other clinical professionals?
2. What is our Strategic Staffing Advantage for hiring nurses?
3. What are the elements of our recruiting message?
4. Which techniques should we consider using that we have not used in the past, or which we have not used effectively?
5. What can we do to make it easier for job candidates to do business with us?

Other Resources from Leading Home Care to Help You Find and Keep Top Talent

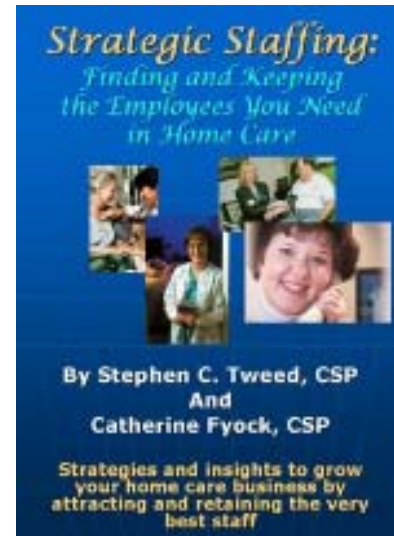
Strategic Staffing: Finding and Keeping the Employees You Need in Home Care

By Stephen C. Tweed and Catherine Fyock

The industry's most complete publication on recruiting and retention in home care, this manual is available online as a downloadable E-manual, or in a paper version.

Get the information you need to develop and implement your strategic staffing plan, and measure your staffing performance.

For more information, log on to www.leadinghomecare.com or call toll free 888-668-9333.



Upcoming Leading Home Care Teleseminars:

Session #2:

22 Tips for Keeping Your Nurses (and Keeping Them Happy)

Thursday, February 16, 2006... 1:00 p.m. Eastern Time

Session #3:

Recruiting, Selecting, and Managing Top Sales Talent in Home Health Care

Thursday, March 16, 2006... 1:00 p.m. Eastern Time

About your Leading Home Care Teleseminar Team

Stephen C. Tweed, CSP



For the past 20 years, Stephen Tweed has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*, the center for home care strategy and leadership. Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees.

Annie Yoho - Teleseminar Producer



Annie Yoho has helped write, produce and emcee numerous audio learning programs. She served as Vice President and Marketing Director for a top-name professional speaker for 10 years, where she developed a unique telemarketing system for business development. Annie's roots represent a long line of professional speaking talent. Her father, father-in-law and husband are all professional speakers. Being surrounded by speakers, she's thrilled to finally have a chance to say something!