



## Finding and Selecting the Caregivers you need in Non-Medical Home Care

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The **2008 National Caregiver Recruiting Survey** conducted by **Leading Home Care ... a Tweed Jeffries company**, shows some amazing results about what works and what doesn't in recruiting new caregivers to your private duty company.

### Tremendous Response to the Caregiver Recruiting Survey

We were blown away by the terrific response to this national survey. At press time, 555 people had participated in the survey, and participants continue to log on. The results show that there was a representative sample of the industry. Here's a look at the breakdown by company type:

- Independent 49%
- Franchise 31.6%
- Home Health Agency based 10.2%
- National Chain 3.4%
- ALF / SNF based 3.1%
- Hospital based 2.7%

Most of the individuals who responded to the survey were company owners, CEOs or administrators, as shown below:

- CEO/Owner/Administrator 83.7%
- HR Director 5.8%
- Recruiter 3.5%
- HR Department member 2.7%
- Scheduler 2.3%
- Administrative Asst. 1.9%

### Most Frequently Used Techniques

What techniques are most frequently used by private duty companies? The results have changed since our last survey, with some interesting additions to the top ten. The other interesting fact coming out of this question is the relatively low percentage of users of the most frequently used technique – only 68.4%.

1. Employee referral programs 68.4%
2. Daily newspaper 62.3%
3. Public events 62.2%
4. Weekly newspaper 60.5%
5. Company web site 51.5%
6. Craig's list 49.1%
7. Advertising specialties 46.2%
8. Networking in the community 45.2%
9. Recruiting at junior colleges 38.9%
10. Recruiting at nursing schools 33.8%
11. Recruiting at trade schools 31.3%
12. Job fairs 30.5%
13. State employment agency 30.3%
14. Careerbuilder.com 29.6%
15. Faith based recruiting 29.2%

As we examined the results of this question, we were interested in how quickly the percentages dropped off in the top fifteen. That tells us that most companies are using only a few recruiting techniques, and are not looking for new and innovative ways to find caregivers.

## Most effective in bringing in large numbers of candidates

While the techniques listed above are frequently used, we really wanted to know which techniques you think are most effective. First, we asked which techniques are most effective in bringing in high numbers of applicants. Here's what the participants told us. Scores are on a scale of 1 to 5, 5 being most effective.

1. Daily newspaper	3.34
2. Home Health Aid, CNA training program	3.06
3. Craig's list	2.97
4. Home Health Aid, CNA schools	2.88
5. Careerbuilder.com	2.78
6. Company web site	2.75
7. Local recruitment web site	2.73
8. Job.com	2.73
9. Bargain shopper	2.73
10. Networking in the community	2.67
11. Job fairs	2.62
12. Alternative newspapers	2.57
13. Recruiting at trade schools	2.56
14. Employee referral program	2.56
15. Medical staffing agency	2.54

## Most effective in bringing in high quality candidates

The really important question is, “Which techniques are most effective in bringing in high quality candidates?” You can best answer this question if you are monitoring your best new caregivers and tracking how you found them. Here’s what our survey participants told us about the most effective techniques:

1. Recruiting at Nursing Schools	3.4
2. Faith based recruiting	3.35
3. Employee referral program	3.29
4. Professional recruiter	3.27
5. HHA / CNA training program	3.25
6. Medical staffing agency	3.2
7. HHA / CNA Schools	3.18
8. Recruiting at 4 year colleges	3.18
9. Networking in the community	3.11
10. Client & family recruiting	3.08
11. Recruiting at trade schools	2.96
12. Craig’s list	2.88
13. Direct mail	2.86
14. Recruiting at junior colleges	2.85
15. Public speaking	2.85

As you can see, there are some big differences between the three lists, and those differences caused us to really examine the results carefully to understand the lessons we can learn from this data.

## Lessons learned from the survey

1. Some frequently used techniques are also very effective.

There are several techniques that are frequently used by our survey participants that are also very effective in finding high quality applicants.

- Employee referral program
- Networking in the community
- Nursing school recruiting
- Trade school recruiting
- Public speaking

2. Some frequently used techniques are not very effective.

There were several techniques that are frequently used, but are not judged to be very effective in finding high quality applicants.

- Daily newspapers
- Advertising specialties
- Job fairs
- State employment agencies
- Careerbuilder.com

3. Some infrequently used techniques are very effective.

There were a number of techniques that are used by very few private duty companies, but are judged to be very effective in finding high quality applicants.

- Faith based recruiting
- Professional recruiters
- Home Health Aide and CNA schools
- HHA and CNA training programs
- Client and family recruiting
- Direct mail

4. Some techniques bring high numbers of candidates, but are not effective in bringing in high quality applicants.

- Careerbuilder.com
- Local recruiting web sites
- Job.com
- Bargain shopper
- Job fairs
- Alternative newspapers

5. Some techniques are very effective in finding high quality candidates, but do not bring in as many applicants.

- Nursing school recruiting
- Faith based recruiting
- Employee referral programs
- Client and family recruiting
- Direct mail
- Public speaking

### **Execution is the key to success**

As we looked at the results of this survey, and talked with some participants to learn more about their experiences, we have come to one extremely important conclusion. Execution is the key.

Nearly all of these techniques have been used with some level of success in bringing in job applicants. While some are more effective than others, the real difference is in execution.

That means that you need to clearly understand your target caregiver. You need to understand what motivates them and why they want to do this work. You need to understand how to reach them. Then, you need to master the craft of writing copy and using language that will capture the attention and the imagination of prospective caregivers.

A less effective technique executed with excellence will outperform a great technique poorly executed. As you master the craft of recruiting, you'll improve your performance and bring in more high quality caregivers.

## Your Leading Home Care Teleseminar Presenter

**Stephen Tweed, CSP**, has spent the last 25 years working with home care organizations that want to grow and with home care leaders who want to get ready for the future. He is currently Chairman and CEO of ***Leading Home Care ...a Tweed Jeffries company***. His firm provides strategies and insights for home care companies that want to grow, and for home care leaders who want to get ready for the future. Stephen is the author of ***Strategic Focus: A Gameplan for Developing Competitive Advantage***, and co-author of four books specifically for home care leaders.



He is the Editor and Publisher of ***Stephen Tweed's Leading Home Care Report***, the largest electronic newsletter for home care leaders, and the publisher of ***Private Duty Today***, the leading electronic newsletter for Private Duty Home Care.