

The Missouri Alliance for Home Care in partnership with the Home Care Alliance of Massachusetts presents...

# 2018-2019 PRIVATE CARE Webinar Series

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## Session 1: Learning from the Leaders - Recruitment Outside of Senior Care September 19 - 2:00-3:00PM

[Register Online](#)

Join our partners at myCNAjobs for a data-packed one-hour webinar. Executives understand the war for caregiver talent is here. Now, it's time to act. Too often we look inside our industry for answers. This time, myCNAjobs decided to take a step outside of senior care. They've identified companies that are leading the pack in each of 5 categories; offering, experience, processing, brand and talent creation. Join us as we take a deep dive into what they're doing, why they're winning and how you can apply it to senior care.

## Session 2: SEOs and How to Beat the Competition to the Top November 20 - 2:00-3:00PM

[Register Online](#)

In these times, providers of healthcare at home services need every advantage to win the attention of prospective clients. There was a time when it made sense to invest in Yellow Pages and TV ads, even highway billboards. Those days have past, but, fortunately, they have been replaced by something less expensive and more effective. These Baby Boomers and Generation Xers do not open the Yellow Pages, and they fast-forward through TV commercials. They go straight to Google, Yelp, or Facebook.

Will they find you there? Only if you appear at the top of their search results.

## Session 3: The 7 HR Systems to Become the Employer of Choice January 16- 2:00-3:00PM

[Register Online](#)

In this engaging presentation, Anne-Lise Gere, SPHR, of Gere Consulting Associates, shows home care providers how to achieve the "Holy Grail" of home care employment. By focusing on critical systems and consistent actions, home care providers stand apart from their competition in the eyes of caregiver applicants while building the foundations of a stable and thriving business.

The presentation comes with a workbook to develop a practical action plan to implement back at work.

## Session 4: Royal U - A Visionary Platform March 20 - 12:00-1:00PM

[Register Online](#)

Statistics show that Home Health Aides are primarily women, minorities and individuals from immigrant communities. Ever passionate about bridging communal gaps, CEO Josh Klein recognized that the best way to improve patient care was by caring for these caregivers themselves and enabling their personal growth. The new state-of-the-art Royal U complex was born out of that vision. This is where Royal Care pampers dedicated caregivers and Home Health Aides with a host of exclusive amenities, including a variety of beauty and lifestyle treatment sessions with New York City's top manicurists, hairstylists, makeup artists and salon specialists. Perks also include complimentary access to ESL classes and advanced home care training.

## Session 5: Building and Enhancing Your Knowledge of Crucial Labor Laws May 22 - 2:00-3:00PM

[Register Online](#)

Rob Brooks of Verrill Dana will provide attendees with an overview of the recent developments in labor law, including new election rules and likely changes impacting labor unions and employers. Participants will expand their understanding of employee rights under these labor laws and learn what employers can and cannot say to employees about unions. Attendees will also learn strategies to develop an effective labor strategy for their organization.