

The Missouri Alliance for Home Care in partnership with the Association for Home & Hospice Care of North Carolina presents...

# A Three-Part Webinar Series-Conquering the Crisis: Proven Systems for Caregiver Recruitment and Retention in Home Care

April 27th, May 12th & 25th, 2021 • 1:00—2:30 pm CST

## If you can't find and keep caregivers, you can't serve your clients and grow your agency.

It's as simple as that. Today, there is a major crisis facing Home Care companies. There are simply not enough front-line caregivers to meet the huge demands of our aging population and a highly competitive in-home care marketplace.

This *Caregiver Recruiting and Retention Crisis* is causing major headaches for home care leaders. Clients and patients are upset with the lack of dependability and continuity. Caregivers are frustrated and turnover is huge. Schedulers are burning out from the stress. Supervisors and managers are fed-up. Salespeople are tentative because they can't sell services your agency can't deliver. And you are losing money because of unfilled shifts, missed visits, and lost patients and clients. All of this produces increased hassles, stress, and frustration for owners, CEOs, and leaders.

**OBJECTIVES:** As a result of this program, participants will be able to...

1. Put in place your Caregiver Quality Recruiting System and apply the three-pronged approach to recruiting.
2. Understand and apply the principles of "Economically Fragile Caregivers" and understand how the stresses in their lives affect reliability, absenteeism, and turnover.
3. Improve 90-day Retention by applying the Caregiver Quality Retention System to keep your best caregivers.

**Session 1-The Caregiver Quality Recruiting System:** A detailed discussion on proven ways to attract and hire high quality caregivers who want to work in our industry.

**Session 2-Understanding Economically Fragile Caregivers:** A detailed discussion of the characteristics of workers who work paycheck to paycheck and how companies can reduce the stress they face in their daily lives. The result is a more reliable and productive workforce.

**Session 3-The Caregiver Quality Retention System:** A detailed discussion of how turnover has exploded in the home care industry, how 80% of turnover happens in the first 90 days, and how you can create a retention system to keep your best caregivers.

**Presenter:** Stephen Tweed, CSP, is an internationally known health care and business strategist, award winning professional speaker, and published author. His newest book, *Conquering the Crisis* was published in July 2017 by Red Letter Publishing, Austin, TX. Stephen is currently CEO of *Leading Home Care ...a Tweed Jeffries company*.

## Registration Form

Registration fees are for one individual. For multiple site participation from individuals within your agency, copy this registration form & send in with proper payment amount.

**\*If paying by credit card please mail or fax your registration form for security reasons\***

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Check     Credit Card

Name as it appears on card \_\_\_\_\_

CC# \_\_\_\_\_  Visa     MC     Discover     Am. Express

Billing Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVC/CVV (3 or 4 digit code) \_\_\_\_\_ Signature \_\_\_\_\_

### Paying by Check—3% Discount

MAHC Members—\$159/Webinar or \$400/Series

Non-Members—\$318/Webinar or \$900/Series

### Paying with Credit Card

MAHC Members—\$164/Webinar or \$420/Series

Non-Members—\$328/Webinar or \$920/Series

**TOTAL AMOUNT ENCLOSED** \_\_\_\_\_

### Indicate webinar(s) you wish to attend:

\_\_\_\_\_ Session 1

\_\_\_\_\_ Session 2

\_\_\_\_\_ Session 3

\_\_\_\_\_ Full Series

Conquer Crisis-W

### Mail Registration & Payment to:

Missouri Alliance for HOME CARE

2420 Hyde Park, Suite A

Jefferson City, MO 65109

Phone: (573) 634-7772 Fax: (573) 634-4374

abby@mahcmail.org



**Cancellations:** Refunds will NOT be issued for cancellations received April 23, 2021 or after and non-paid registrations will be billed full conference price.

Cancellations received prior to April 23, 2021 will receive a 90% refund.

**Please Note:** The registration fee covers one individual and one continuing education (CE) certificate (if applicable). Multiple site participation from individuals within your agency will require separate registration.

**Confirmation:** Prior to the webinar, a Zoom link will be e-mailed to you. You will need to register through this link to attend the webinar. After registering via Zoom, you will receive a confirmation email which will include a join link to access the webinar, a dial-in number and an access code to listen in via telephone. You will also be sent any pertinent handouts if available.