



Texas Association for
Home Care & Hospice
Leading ★ Advancing ★ Advocating

56th Annual Meeting
Tuesday, August 26, 2025
2:00pm-3:00pm

PC2b. Tech-Powered Engagement: Becoming the Employer of Choice in Caregiving

Presented by:

Alex Oosterveen, CEO, Caribou Rewards

Thank you to our Sponsors:





Tech-Powered Engagement

Becoming the employer of choice in caregiving



Alex Oosterveen, CEO
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Caribou exists to create coveted jobs in home care



The competition for talent is fierce



The state of the workforce by the numbers

- 1** **Projected demand** for home health and personal care aides is expected to grow by **21% from 2023 to 2033**, versus only 4% across all occupations
- 2** That represents about **718,900 job openings per year** over this decade
- 3** Across the sector, there will be **8.9 million total job openings** in direct care between 2022–2032—reflecting both growth and replacement needs
- 4** **59% of home care agencies** report staffing shortages in 2025—this has held steady in recent years, highlighting a persistent gap between demand and workforce supply
- 5** **77% annual turnover rate** among caregivers in 2024

Demand for caregiving continues to accelerate.
We need more caregivers and to keep the ones we have.



What does this mean for agencies?

1

Fastest path to capacity growth is improving retention & utilization.

2

The battle for local caregiver talent is intensifying.

Winners will differentiate on experience & employer brand.

3

New entrants to the workforce will expect technology to be central to their day-to-day.



5

Caregivers leave when they feel:

- Underpaid
- Underappreciated
- Disconnected

Can we **reward & engage** caregivers better?



Can caregivers become our **best recruiters**?



— problem

Traditional engagement & rewards are difficult

69%: Reminding staff

54%: Keeping it fun over time

31%: Updating employees

23%: Administering

8%: Effort to claim

Difficult to
communicate

Difficult to
administer

Source: Survey of 295 Care Organizations



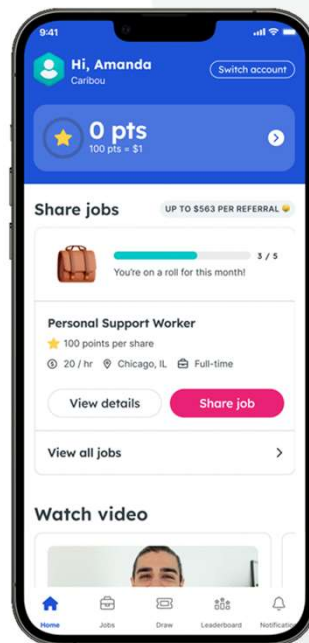
The new playbook for engagement

- Engagement isn't a "nice-to-have," **it's a core business strategy**
- Technology now allows **personalized, scalable, real-time engagement**
- Caregiver experience is shaped daily by **digital touchpoints**

— product

Reward & engage staff, automatically

- Visit punctuality
- Retention
- Staff referrals
- Increasing hours



Make **over 90%** of staff feel more appreciated

+30% 90-day retention

+50% visit punctuality



Create a high-touch & personalized journey for every caregiver

Make it easy & rewarding

— product

Integrate with existing systems for 24/7 engagement

Birthdays and anniversaries

Birthday points
100 points on Sept 25, 2024
1 5 days left

Milestone Rewards

Hi, Amanda
Right At Home

500 pts
100 pts = \$1

MILESTONE 4
100 Hours
1,000 points (\$10)
Your progress: 55/100 HOURS
*Complete EVV on mobile to earn reward

UP NEXT
MILESTONE 5
200 Hours
1,000 points (\$10)
View my milestones

Upcoming rewards

Birthday points
100 points on Sept 25, 2024

Strong EVV compliance

Milestone Rewards

Important note
Clock in and out on time to qualify

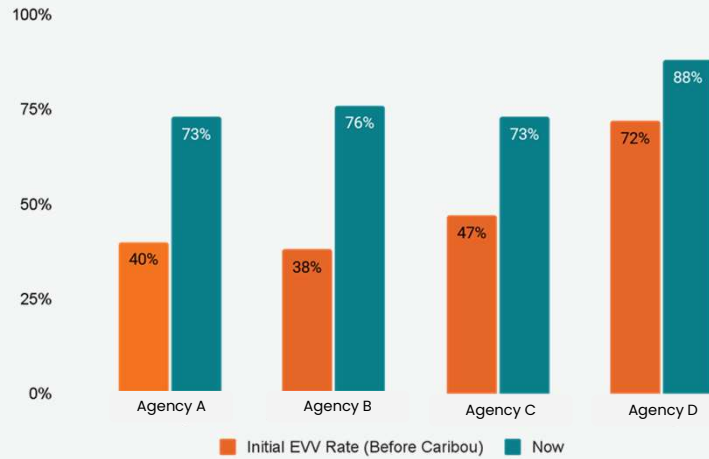
MILESTONE 3
First Visit
1,000 points (\$10)

MILESTONE 2

New hire retention milestones

12

Consistent reinforcement increases EVV performance



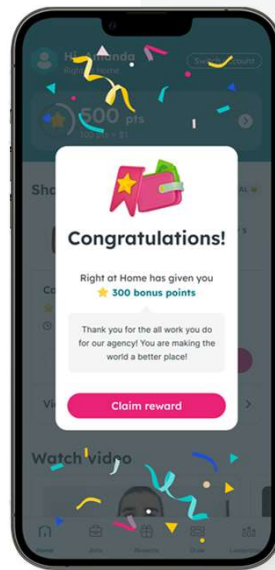
13

— product

Create a culture of recognition

Low effort & high impact recognition

Budgets & analytics



Timely recognition in the moment

Consistent rewards & less favoritism



14

Better recognition = better retention

30-Day Retention Data

+79.5%

Caregivers who are recognized in their first 30 days are 79.5% more likely to be retained

90-Day Retention Data

90-day retention (total org)

59%

All hires who receive recognition in their first 90 days

78%

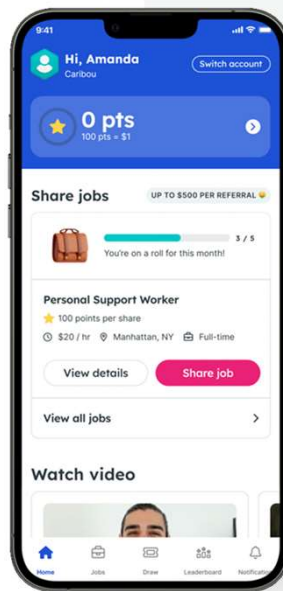
19% increase in 90-day retention at a 150 caregiver organization represents **\$50,000 generated in gross margin**



15

— product

**Create a
delightful staff
experience**



Send the right message,
at the right time

Leverage **videos** &
surveys to drive
engagement



16

Caribou

BIRTHDAY

10/01/2024 12:31 PM

Celebrating 14 birthday today! 🎉 Join us in wishing a very happy birthday to 14 of our dedicated team members. May this year be your best one yet!

112

32

6

Caribou

MILESTONE

10/01/2024 12:31 PM

Cheers to 5 caregivers for finishing shift #1! Every step counts. Let's show some love and celebrate this great start!

112

32

6

Caribou

MILESTONE

10/01/2024 12:31 PM

Hats off to 4 caregivers for crossing 100 hours of care! Let's make this milestone memorable—drop a like to show your support!

112

32

6

Caribou

REDEMPTION

10/01/2024 12:31 PM

Cheers to our 4 team members for redeeming 4000 points—your well-deserved rewards are ready to go!

112

32

6

— social feed

**Keep your team
connected & up-to-date**



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Lifesaver

In January, you picked up:

120 hours

You made an impact by:

Making sure people who need extra help or have health problems get the same care all the time.

1 of 4

→

Shift warrior

In January, you took on the toughest weekend shifts:

3 times

You made an impact by:

Being there for your clients helps them feel less lonely or worried.

2 of 4

← →

Reliable hero

In January, you clocked in and out of your shifts:

100% of the time

You made an impact by:

Helping make sure care stays the same and clients get better treatment.

3 of 4

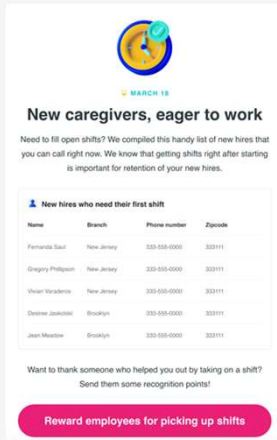
← →

— myImpact

**Remind your team of the
impact they make**

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automatic triggers



New caregivers, eager to work

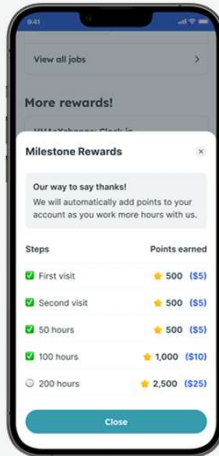
Need to fill open shifts? We compiled this handy list of new hires that you can call right now. We know that getting shifts right after starting is important for retention of your new hires.

Name	Branch	Phone number	Zipcode
Fernando Saul	New Jersey	333-555-0000	33311
Gregory Phillipson	New Jersey	333-555-0000	33311
Victor Vasquez	New Jersey	333-555-0000	33311
Deshae Jackson	Brooklyn	333-555-0000	33311
Joan Mendez	Brooklyn	333-555-0000	33311

Want to thank someone who helped you out by taking on a shift? Send them some recognition points!

Reward employees for picking up shifts

1. Email sent to coordinator with unscheduled caregiver names



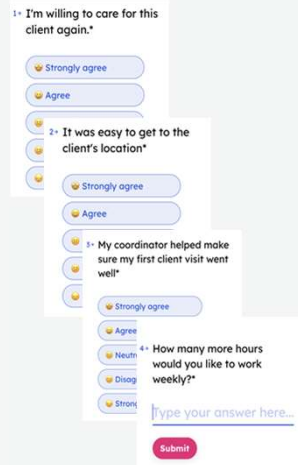
Milestone Rewards

Our way to say thanks! We will automatically add points to your account as you work more hours with us.

Steps	Points earned
First visit	500 (\$5)
Second visit	500 (\$5)
50 hours	500 (\$5)
100 hours	1,000 (\$10)
200 hours	2,500 (\$25)

Close

2. Caregiver goes to first visit and receives Milestone 1



1. I'm willing to care for this client again.*

Strongly agree Agree Disagree Strongly disagree

2. It was easy to get to the client's location*

Strongly agree Agree Disagree Strongly disagree

3. My coordinator helped make sure my first client visit went well*

Strongly agree Agree Disagree Strongly disagree

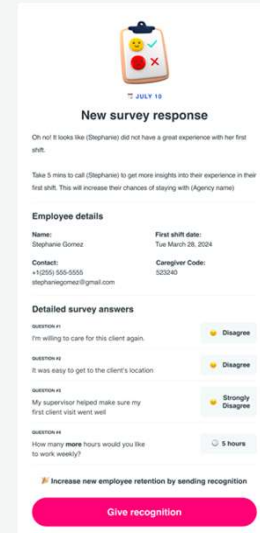
4. How many more hours would you like to work weekly?*

0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100

Type your answer here...

Submit

3. Caregiver receives a check in survey



New survey response

Oh no! It looks like (Stephane) did not have a great experience with her first shift.

Take 5 mins to call (Stephane) to get more insights into their experience in their first shift. This will increase their chances of staying with (Agency name)

Employee details

Name: Stephane Gomez First shift date: Tue March 28, 2024
Contact: +1(202) 555-5555 Caregiver Code: 333344
stephanegomez@gmail.com

Detailed survey answers

1. I'm willing to care for this client again. Disagree

2. It was easy to get to the client's location. Disagree

3. My supervisor helped make sure my first client visit went well. Strongly Disagree

4. How many more hours would you like to work weekly? 5 hours

Increase new employee retention by sending recognition

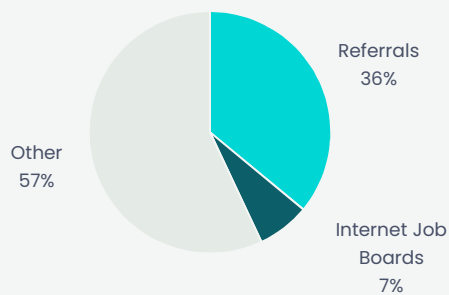
Give recognition

4. Coordinator is alerted if survey results are low



Referrals are the untapped source of talent

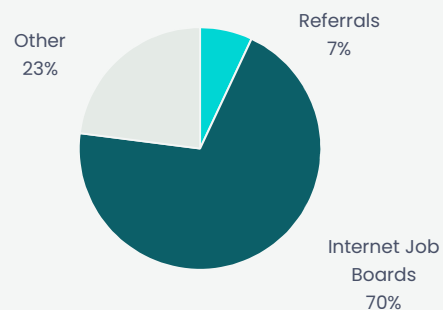
Source of top performers



Source: Survey of 295 Care Organizations

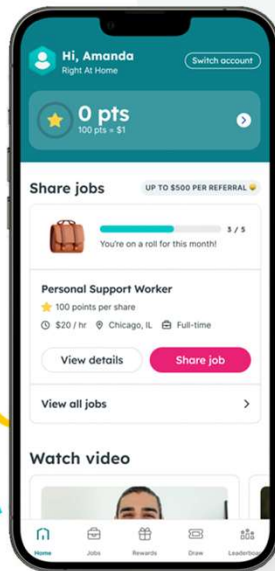


Source of new recruits



— product

Drive more staff referrals



**Reward effort
& results**



Make it easy



**Automate
oversight**

**Unlock up to 25%
more billable
hours**



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— impact

Increase staff referrals by over 600%

Higher conversion

4x More likely
to get hired

Higher retention

2x Retention compared
to job boards

Better loyalty

24% More weekly
hours worked

More referral volume

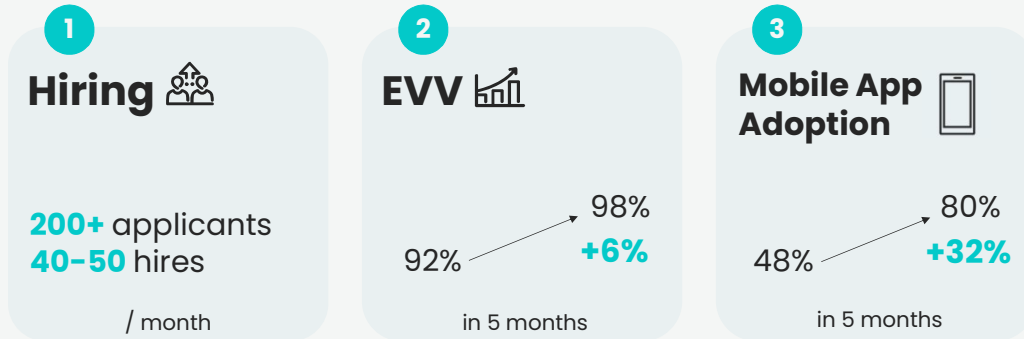
6x Increase in staff
referrals hired



22

— impact

Case Study: VNS Health



Over 95% caregiver engagement



23

Key Takeaways

- **Tech stack for retention:** Integrate digital-first engagement platforms
- **From data to action:** Spot risks early, personalize recognition
- **Automated rewards:** Right reward, right time, right cost
- **Culture in the cloud:** Use digital touchpoints to scale appreciation

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