5b. How Homecare Workers Say You’re Missing the Mark on Recruitment & Retention and What to Do About It

Presented by:

Marcylle Combs, MS, RN, BS, CHCE, President, MAC Legacy
There are persons so radiant, so genial, so kind, so pleasure bearing, that you instinctively feel good in their presence that they do you good, whose coming into a room is like bringing a lamp there.

-Henry Ward Beecher-

HOW HOMECARE WORKERS SAY YOU’RE MISSING THE MARK ON RECRUITMENT & RETENTION AND WHAT TO DO ABOUT IT

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Owner and President, MAC Legacy

TAHCH Administrator Program Nov. 2022
LEARNING OBJECTIVES

Understanding why homecare workers leave employers and what you can do about it

Understand what homecare workers value most in a prospective employer and how to amplify that in recruitment

What to start thinking about how to future-proof your workforce

PEOPLE WORK FOR MONEY BUT GO THE EXTRA MILE FOR RECOGNITION, PRAISE, AND REWARDS.

Dale Carnegie,
Leadership Training Guru
Respondent Profile (n=1,003)

**Gender**
- Male: 44%
- Female: 56%

**Age**
- 18-24: 37%
- 25-34: 32%
- 35-44: 12%
- 45-54: 9%
- 54+: 4%

**Role**
- Home Care Aide: 263 (26%)
- Office Manager/Administrative: 173 (17%)
- Registered Nurse: 150 (15%)
- Certified Nurse Assistant: 145 (14%)
- Licensed Practical Nurse: 98 (10%)
- Physician Assistant: 50 (5%)
- Nurse Practitioner: 47 (5%)
- Physician Specialist: 40 (4%)
- Primary Care Physician: 37 (4%)

**Site of Care**
- Home health care: 28%
- Hospital or other acute care: 12%
- Outpatient care: 10%
- Other role in healthcare: 9%
- Long-term care facility: 7%
- Hospice care: 4%
- Palliative care: 3%

**Time with Employer**
- Less than one year: 8%
- 1-3 years: 32%
- 4-6 years: 31%
- 7-9 years: 13%
- 10-20 years: 12%
- More than 20 years: 3%

**Time in Healthcare**
- Less than one year: 3%
- 1-3 years: 20%
- 4-6 years: 24%
- 7-9 years: 17%
- 10-20 years: 25%
- More than 20 years: 11%

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Respondent Profile: Home-Based Care Only (n=416)

**Gender**
- Male: 43%
- Female: 57%

**Age**
- 18-24: 89%
- 25-34: 9%
- 35-44: 9%

**Role**
- Home Care Aide: 225 (54%)
- Office Manager/Administrative: 27 (6%)
- Registered Nurse: 30 (7%)
- Certified Nurse Assistant: 46 (11%)
- Licensed Practical Nurse: 31 (7%)
- Physician Assistant: 17 (4%)
- Nurse Practitioner: 18 (4%)
- Physician Specialist: 9 (2%)
- Primary Care Physician: 13 (3%)

**Site of Care**
- Home health care: 89%
- Hospice care: 9%
- Palliative care: 9%

**Time with Employer**
- Less than one year: 9%
- 1-3 years: 33%
- 4-6 years: 30%
- 7-9 years: 15%
- 10-20 years: 10%
- More than 20 years: 2%

**Time in Healthcare**
- Less than one year: 4%
- 1-3 years: 20%
- 4-6 years: 26%
- 7-9 years: 18%
- 10-20 years: 22%
- More than 20 years: 9%

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**AGE**
- 18-24: 7%
- 25-34: 32%
- 35-44: 31%
- 45-54: 20%
- 54+: 11%
AN EMPLOYEE’S HIERARCHY OF NEEDS

• A passionate, engaged and purpose-driven workforce is the ultimate goal. But how do you get there? Signing bonuses and pay increases alone won’t cut it.
• To help employees fully realize their passion for caregiving and fulfillment in their work, every level of need working up to it must be satisfied. To consider the full spectrum of employee needs that must be considered, it is helpful to look at it through a Maslow-inspired hierarchy of needs.

Purpose and Passion
Sense of Belonging, Value and Opportunity
Empowered to Focus on What Matters
Safe Working Conditions
Financial Security to Support Self/Family

KEY TAKEAWAYS

Biggest satisfaction gaps: pay and process
• Pay and tools/process that support efficiency are the top two gaps between what respondents working in home-based healthcare consider important and how satisfied they are
• “Importance” preference shown for more “functional” aspects, vs. others like “culture and values that instill purpose,” “recognition of contributions by leadership,” and even “face time with patients”
**KEY TAKEAWAYS**

**JOB ASPECT**

- Fair pay and total compensation
- Having the tools and processes you need to do your job efficiently and effectively
- Quality of manager and company leadership
- Clarity of communication from manager/leadership
- Reasonable workload
- Flexibility for balancing work and life demands
- Potential for skill development and career advancement
- Strong company culture and values that instill a sense of purpose
- Recognition of value/contributions from manager/leadership
- Employer-supported continuing education courses / options
- Length of commute, drive time required
- Amount of face time with patients

![Survey Results Chart]

**Burnout the greatest turnover threat**

- 30% of all respondents are likely to change jobs in the next year
  - By key roles: 54% of LPNs, 34% of CNAs, 31% of RNs, 27% of Aides
  - By experience: nursing workforce 1-6 years into their HC career the most likely vs. other experience levels; 40% of this group plan to change jobs
- Burnout the top reason for wanting another job, selected by 31% of those in all sites
  - Except those in home-based providers, where it is about tied between compensation and burnout (26% and 23% respectively)
  - Nursing workforce (RN, LPN, CNA, Aides) twice as likely to cite burnout compared to other healthcare workers (31% vs. 15%)
  - Especially RNs (45%) and those married/with family
- Home care can be refreshing alternative; those in home-based care are more satisfied with workload, clarity of communication and flexibility vs. other sites of care (especially RNs and LPNs)
WHAT IS YOUR CURRENT ATTITUDE ABOUT YOUR EMPLOYEES?
Most see their next chapter continuing in healthcare, though about half will consider a different site of care or further education

If you were to leave your current job/employer, which statement best describes the next move you want to make in your career?

- Find a job at a similar site of care as my current one
- Find a job in a different site of care or area of healthcare
- Seek further education for a more advanced role in healthcare
- Find a job outside of healthcare entirely
- Retire
- I have no idea what my preference would be, or if I'll ever look for work outside of my current employer
- Other

Those 4-6 years into working for their current employer are more likely to want to explore a different site of care (32% vs. 19% of other respondents)

Continuing education

- Most (83%) home-based healthcare respondents agree that employer-supported continuing education is important, higher agreement from RNs/LPNs
- 59% of overall nursing workforce believe their employer offers a good/excellent selection of education options, but those in LTC and home-based care are less likely to think so than those in hospital/acute
- Additionally, compared to other aspects of job satisfaction, respondents ranked employer-supported continuing education as one of the areas they are somewhat less satisfied with in their current position
- 30% of those in LTC say they have no or poor educational options, compared to only 8% in hospital/acute and 18% in home health/hospice/palliative care
SENIOR CARE ATTITUDES
32% considering entering senior care, but interest varies greatly by role, experience and site of care

How likely are you to consider a job in senior care within the next few years?

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<tr>
<th>Role</th>
<th>&quot;Likely&quot;</th>
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<tr>
<td>CNA</td>
<td>40%</td>
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<tr>
<td>LPN</td>
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<td>RN</td>
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<tr>
<th>Site of Care</th>
<th>&quot;Likely&quot;</th>
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<tr>
<td>Hospital or other acute care</td>
<td>37%</td>
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<tr>
<td>Other role in healthcare</td>
<td>21%</td>
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<tr>
<td>Outpatient care</td>
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<table>
<thead>
<tr>
<th>Career Experience</th>
<th>&quot;Likely&quot;</th>
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</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>21%</td>
</tr>
<tr>
<td>1-3 years</td>
<td>36%</td>
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<tr>
<td>4-6 years</td>
<td>47%</td>
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<tr>
<td>7-9 years</td>
<td>35%</td>
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<td>10-20 years</td>
<td>19%</td>
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<tr>
<td>20+ years</td>
<td>16%</td>
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KEY TAKEAWAYS

Views on senior care
- Those not in senior care generally have positive views on it as an important field, but many also say, "It’s not for everyone." Many see it as a difficult job marred by staffing issues, emotional stress.
- LPNs and CNAs more interested than RNs, and all three collectively are more likely than those in other roles to be interested
- Senior care’s specific benefits are overall very appealing
  - Signing bonus matters most to RNs
  - Training and education is more appealing to CNAs than other nursing workforce
  - CNAs in general rank everything more favorably
  - LPNs gravitate toward "supporting people in their most vulnerable times"
- Those without family find the idea of "seeing firsthand the positive impact made on people’s lives" more appealing. (Perhaps work is seen as an alternative to that form of fulfillment vs. family)
FUTURE-PROOF YOUR WORKFORCE:

KEEPING EMPLOYEE MORALE HIGH

DESPITE COMPLAINTS ABOUT

COMPENSATION | FEAR/SAFETY | BURNOUT

PEOPLE WANT TO KNOW THEY MATTER, AND THEY WANT TO BE TREATED AS PEOPLE.

THAT’S THE NEW TALENT CONTRACT.

– PAMELA STROKO
IMPORTANT COMMUNICATION TIP
THE FUTURE NEED FOR HOME CARE: NOW UNTIL 2060

Two primary factors spur demand for long-term services and supports:
- Rapidly aging population
- Increased longevity

AGING AMERICA DOUBLES & TRIPLES
- Adults aged 65 and over grows from 49.2 million to **94.7 million**
- Adults over 85 grows from 6.4 million to **19 million**
- Additional **6.9 million jobs** to be filled as existing workers leave the field or exit the labor force.

SHRINKING AGING SUPPORTS
- Adults aged 18 to 64 (defined as “working age”) will remain relatively constant
- There are 31 working-age adults for every adult aged 85 and over
- By 2060, that number will plummet to 12

THE FUTURE HOME CARE EMPLOYEE POOL

FEMALE WORKERS
- Women aged 20 to 64—who currently make up most of the direct care workforce—will increase by only 2.7 million from 2018 to 2028, much less than in previous generations
- In 2021, women earned 93% of what men earned

MALE WORKERS
- **904,000** more men will join the labor force

WORKFORCE 2025

• 35% of the US workforce are millennials in 2022
• Value teamwork and social interactions in the workplace
• Free-thinking and creative
• Receptive to feedback and recognition
• Place importance on tasks rather than time
• Intuitive knowledge of technology
• Place importance on relationships with superiors
• Challenge hierarchical status quo

MILLENNIALS 1980-2000

Projected size of U.S. labor force (in millions) by age, for the year 2025

Source: Department of Labor | WSJ.com

3 Reasons Millennials Are An Asset

1. They Embrace Change
   Growing up amid insecurity within the marketplace, millennials live in the moment, are eager to learn and can adapt easily to change.

2. They Like the Work
   Millennials choose work they actually enjoy. This boosts company morale while keeping employees engaged and productive.

3. They Are Not Afraid
   While Gen Y is not afraid to ask for exceptional employee benefits, companies agree that even slight employee gains improve work satisfaction for the whole team.
GenZ 2000-2020

- The most racially diverse generation in U.S. history:
  - nearly half of its members identifying as non-white
- Inclusive of all people
- Mental health crisis
  - due to school shootings, joblessness, politics etc
- Technology plays a core role
  - (9 hrs/day on internet)

- 30% occupy the workplace in 2025
- 40% want to interact with their boss daily or several times each day
- 40% reconsidered their job source due to the pandemic
- 56% want flexibility in WHERE they work
- 84% expect their employer to provide formal training
- 81% are stressed about money
  - $ is the reason to relocate-almost 60% to metropolitan vs 5% rural

GenZ Communication Styles
FUTURE-PROOF YOUR WORKFORCE: EDUCATE LEADERS ON COMPENSATION/FAIR PAY
Leadership Tip:
Give managers the data on pay scales and make sure they understand how pay levels were determined before they talk to employees.

Hear out the employee
Discuss pay policies, work output, budgets and overall profitability, bonus options, flexible schedules
Suggest employee gain certain knowledge/skills to help reach higher pay scale
Help to map out a career path – offer direction for growth within the company

SUPPLEMENT COMPENSATION

Traditional Ideas
- Tuition Reimbursement (or Loan repayment assistance)
- Continuing Education (provide within; pay for them to get CE's elsewhere; Quarterly books)
- Bonuses (Money/Trips/Gifts)
- Additional insurances
  - Malpractice
  - Short Term
  - Long Term
CONTINUING EDUCATION

Expanding and upskilling options present additional opportunities to enrich employee's careers

25% of respondents said they plan to seek further education as the next step in their career

Workers leave lower wage jobs due to lack of opportunities for career growth

SUPPLEMENT COMPENSATION

Non-Traditional Ideas

• Personal Allotments
  • Personal Assistant for employees to pick up dry cleaning/laundry service, shop for birthday gifts, gas/wash cars, pick up kids from school
  • Self Care Allotments: haircuts, dry cleaning, manicures, massages
  • Onsite Child Care / Pet insurance / Pet DayCare
  • Temporary Housing provided for those in transition

• Health Care
  • Health Screenings for those who may not have Insurance
  • Onsite workout classes / Gym or Club Memberships
  • Mental Health Sabbatical for loyal employees
THEIMPORTANCEOFEMPLOYEE RECOGNITION

“41% companies that incorporate peer-to-peer recognition have seen a positive increase in customer satisfaction.”
(Source-SHRM)

HOPEFULLY,YOURREWARDS PROGRAMSLOOKBETTERTHANTHIS
EFFECTS OF EMPLOYEE RECOGNITION ON BUSINESSES:

- Company Culture
- Employee Retention
- Employee Advocacy
- Employee Engagement
- Productivity
- Positive Balance Sheet
- Workplace Relationships
- Mental Health of Employees
COMPANY CULTURE

• 85% of HR Leaders say an employee recognition program has a positive effect on organizational culture. (Source: Workhuman)

• If employees are the heart of every organization, then a good company culture is like the soul attached to it.

• Honoring the employees’ efforts by recognizing their work paves the way towards a healthy company culture. This ultimately reflects back in the form of employee happiness.

When the employees feel happy working for the organization, achieving success becomes inevitable.

EMPLOYEE RETENTION

• It is often said, “Employees don’t leave the company, they leave their boss”.

• 27% of employees leave their jobs because of lack of recognition. (Source: Randstad)

• Companies with a recognition program saw a staggering 51 percent increase in employee retention (SHRM)

• Employees who receive recognition on a day-to-day basis are less likely to turn over their jobs than employees who don’t.

• Recognition programs give employees a reason to stay connected to their respective jobs. That reason here is the respect which get from the seniors every time they do something good.
**EMPLOYEE ADVOCACY**

- 66% agree recognition helps towards creating a strong brand. (Source: Officevibe)
- Employee advocacy is the practice of reaching out to the crowd through the employees.
- Employees who get recognized for their work are more likely to recommend their workplaces to others.
- Employees share their achievements and workplace recognition on social media – the result is a positive impact for the organization’s brand by exposing its work culture to a wide audience range.

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**EMPLOYEE ENGAGEMENT**

- 84% of HR Leaders say an employee recognition program helps employee engagement. (Source: Workhuman)
- As an employer, the only thing you can do to improve engagement at zero cost is to "Recognize your employees".
- Recognition is an inevitable part of the employee engagement practice. Employees who feel recognized are more engaged and active in their jobs.
PRODUCTIVITY

Companies with employee recognition as their part witnessed 63% increase in employee productivity compared to others. (SHRM)

82% of employees prefer being praised than being gifted (Officevibe)

When employers praise their employees, they feel happy, which inspires them to do more.

POSITIVE BALANCE SHEET

- Recognition programs helped companies increase their profit margin by 58% (SHRM).
- Staff recognition practices at the workplace drive the wheel of employee productivity and satisfaction parallelly.

When the employees are physically motivated and mentally satisfied the numbers are bound to go up.
WORKPLACE RELATIONSHIPS

- 86% of HR Leaders say an employee recognition program benefits employee relationships. (Source: Workhuman)

- Trust and Confidence are essential
  - When you recognize employees, it builds up their trust and confidence in you.
  - They can act more openly and convey their ideas which reflects in the relationships
  - Recognizing and praising the efforts of your colleagues helps foster good relationships

“50% of employees believe they not only improve their workplace relationship but also develop trust on the higher-ups when appreciated by managers.” (Source: Cicero Group)

MENTAL HEALTH OF EMPLOYEES

- When our brain identifies the moments of joy or achievement; it releases dopamine AKA the happiness hormones. These hormones elevate our mood and fuels our zeal to do even better.

- Frequently recognizing employees for their efforts uplifts their mental & emotional well-being.

- Great mental health is imperative for keeping up the productivity
HERE ARE SOME INTERESTING FACTS ABOUT EMPLOYEE RECOGNITION:

- It is the most cost-effective way to boost employee morale.
- Organizations with Employee Recognition programs experience a positive impact on their company culture.
- Employees who feel valued and appreciated at the workplace rarely hesitate to cover an extra mile for the organization.
- Recognition programs help in bridging down communication gaps and build trust in the workplace.
- Peer-to-Peer form of recognition is more effective than only managerial recognition.
- The importance of employee recognition can be endorsed by the fact that global business leaders have vouched upon its effectiveness.

RECOGNITION SPURS MOTIVATION

69% of workers agreed they would work harder if their efforts are better appreciated.
(Source: Socialcast)

“83% of HR Leaders say an employee recognition program benefits organizational values”.
(Source: Workhuman)

“Recognition is the number one thing managers can give to their employees to inspire them for producing great work. Free or even pay hikes, promotion or autonomy come closer to recognition when Hughes, and team leaders who didn’t.”
SUPPLEMENT COMPENSATION

Digitizing Employee Rewards

- a Social Recognition and Continuous Performance Management platform
- Automated Cloud based platforms set up to let employees rack up “recognition points” allowing them to choose their own Reward based on point level

SUPPLEMENT COMPENSATION

- Personal concierge for planning, payment, and logistics
- Benchmarking
- Peer-to-Peer Recognition
- Manager-to-Peer Recognition
- Performance Management
- Select an employee, specify what the reward is for, add a personal note, and click “send”
- 8 reward levels, starting at $150/reward
- Range from $19,500 to $37,500

Created to make the rewards program more personal and experiential
Integrates with MS Teams and Slack

Not the best fit if you have 100 employees or less
KEEP THE MAIN THINGS, THE MAIN THING
FUTURE-PROOF YOUR WORKFORCE: REDUCE FEAR BY EDUCATING ON SAFETY IN THE HOME

PROVIDE ONGOING SAFETY TRAINING

**Leadership Tip:** Provide ongoing Safety Training and include the Policy & Procedures, which are in place to create a safe working environment and to improve sense of security

**Policy Elements to Include:**

- Unsafe conditions in the home: Pets, people, drugs, trash
- Instructions on how to report unsafe conditions
- After hour visits criteria and procedures
- Threats to personnel
- Professional dress (uniform, jewelry, shoes, hair)
EDUCATE ON SAFETY TIPS

**Pre-Visit**
- Know the P/P
- Create professional presence in clothing
- Ask for directions including where to park, how to enter home, who will greet you, are there pets
- Schedule visit during daylight hours
- Keep all equipment, supplies and personal belongings locked in the trunk of your vehicle

**During Visit**
- Explain everything you're doing before touching anyone
- Only ask questions specific to patient care
- If family becomes tense, remain calm
- Use basic safety precautions
- Maintain professional boundaries
- Recognize own limits & abilities
- Stay up to date with patient care standards related to infectious diseases, blood born pathogens and sharps injuries

NO MATTER WHERE YOU WORK, DANGER COULD BE ANYWHERE
EVERYONE WANTS TO BE APPRECIATED, SO IF YOU APPRECIATE SOMEONE, DON’T KEEP IT A SECRET.

– Mary Kay Ash
FUTURE-PROOF YOUR WORKFORCE: EDUCATE ON BURNOUT

BURN-OUT DUE TO PSYCHOLOGICAL SAFETY

**Psychological safety:** when an individual believes they won’t be punished or humiliated for contributing their ideas, asking questions, voicing concerns or making mistakes.

- When a person in the workplace feels psychologically safe, they feel comfortable bringing their full selves to work and operating authentically.

**Leadership Tip:**
Train managers to value opinions
Do not discipline for respectfully speaking the truth
Allow environment where questions are encouraged and welcomed
THE SUNDAY SCARIES

80% of Americans worry about the week ahead on Sundays.

Generational breakdown:

- Gen Z: 94%
- Millennials: 91%
- Gen X: 72%
- Boomers or older: 69%

When do the Scaries happen?

HOW TO SCARE AWAY THE SUNDAY SCARIES

Stay consistent
Over the weekend, try to keep your sleep patterns consistent with the work week.

Create a plan
Spacing out tasks during the weekend could help reduce the amount of stress you must face on Sunday.

Add an activity
Plan an activity on Sunday evening that is fun and distracting.

Remember to enjoy your weekend
Find ways to make tasks more enjoyable by doing work at a coffee shop or in your pajamas at home.

Create a to do list
Before you go to bed, jot down the most important things that you need to do on Monday morning. This can help you release your worries and organize your thoughts so you can fall asleep much easier.

Source: Baylor Scott & White
HAS BURNOUT HAS LED TO QUIET QUITTING?

- **What you see:**
  - Doing the bare minimum
  - Doesn’t care
  - Not going above and beyond
  - Disengaged from their work

- **What you don’t see:**
  - Doing the job they were hired to do
  - Is unmotivated to do more
  - Feels unappreciated
  - Doesn’t know the purpose of the work
  - Low Compensation
  - Prioritizing mental and physical health

- **Leadership Tips:**
  - Have one meaningful conversation per week with each employee
  - Offer daily feedback—encouraging their strengths
  - Conduct regular awareness training to improve unity and clarity

REDUCE BURNOUT, STRESS & SICK DAYS

- Support an employee that’s driven and wants to make a significant contribution to the company
- Prevent the employee from collapsing under the pressure of stress and overwork
- Observe and take action as needed (offer longer break times)

According to Chron.com, one-third of workers eat lunch at their desk, and 16% hardly, if ever, take lunch at all.
EDUCATE ON TIPS TO AVOID BURNOUT

- **Get Physical Rest**
  - Better sleep at night, naps, yoga or light exercise

- **Find Social Rest**
  - Spend time with people who recharge you, take time for yourself

- **Take Mental Rest**
  - Walks/activities that help ease the mental load

- **Get Spiritual Rest**
  - Connection that give a sense of purpose

- **Establish Emotional Rest**
  - Maintain boundaries so you don’t stay in draining environments too long

- **Discover Creative Rest**
  -Expose yourself to inspiring environments without the need to produce

- **Sensory Rest**
  - Unplug and give your senses rest

**Leadership Tip:** Improvements to process, efficiency and communication/clarity can further enhance home care providers as being the “cure to burnout”

**Employee Contest:** BURNOUT STRATEGIES
“IN ORDER TO ‘WIN A MAN TO YOUR CAUSE’…YOU MUST FIRST REACH HIS HEART, ‘THE GREAT HIGH ROAD TO HIS REASON.’”

Abraham Lincoln
LEADERSHIP TIPS FOR COMMUNICATION

• **Create a work environment based on fairness and easy-to-follow codes of conduct and rules**, with clear measures of advancement where positions can be earned
• Hold Others Accountable
• Create an org chart; Clarify positions and authority
• **Invite them to lunch and ask about their families and their life**
• Have goals, vision, and mission so clear that people know how to succeed
• Honor A Job Well Done With Fair Pay
• **Connect via face-to-face**; it is the most respectful way to build relationships and trust and be sure to put the phone down

“IF WE EXPECT PEOPLE TO LIVE THE CORE VALUES OF AN ORGANIZATION, WE HAVE TO BE ABLE TO TELL THEM WHAT THOSE VALUES LOOK LIKE IN ACTION.”

Simon Sinek
LEADERSHIP TIPS FOR ENGAGEMENT

• Express belief in your employees
• Provide mentorship programs
• Gamification for training
• Allow brainstorming sessions:
  • Hack-A-Thons
  • Innovation Teams designed to solve problems
• Push bored employees out of their comfort zone
• Give autonomy

• Encourage feedback – via suggestion box, or during regular meetings
• Allow lateral moves to allow for change
• Provide Weekly positive feedback
• Encourage A Healthy Work-Life Balance: Allow flexibility also for more meaningful patient connections
• Have open-ended conversations with employees - make them feel welcome and free to discuss what’s on their mind – get to know them

GAMIFICATION: MAKING EMPLOYEE TRAINING FUN

• Turning work activity into a more game-like experience to make processes like training and everyday tasks become more interesting and engaging
• When gamified elements are added to training
  • Motivation climbs up to 83%
  • Boredom drops to just 10%
  • Boosts the motivation to learn
• Used for
  • Training, Communication, Awards, Performance, Goals, Improve Employee Productivity
TIK TOK GAMES HAVE ENTERED THE WORKPLACE
Hack-a-Thons: Increasing Employee Engagement

- Short focused time to ‘Hack’ innovative ideas to identify needs/solutions & implementation processes
- Stimulates creativity and encourages innovation
- Collaborative problem-solving amongst employees
- Involve employees who aren’t normally in on the decision-making process
- Provides leadership opportunities
- Opportunity to invest time on projects
- Cross functional teams (Marketing/Billing/Clinical Staff)
- 24-48 hours (timebox tasks when you need to move on)
- Save $$ on consulting

Amplified Recruiting Ideas

Create a Hiring Plan
- Share with all employees
- Provide detailed compensation guidelines to align hiring resources with business goals
- Target employees recently laid off
- Provide internships for people returning to the workforce
- Fill talent needs by welcoming non-traditional candidates with resume gaps. The internship program is aimed at parents who took a break from work to raise children. And veterans who didn’t return immediately to work after deployment.

Offer Free Training
- Offer free safety training (or other topic) to the first 10 ad responders
- Train both remotely and occasionally in a classroom.
- After a month, you have an idea of who learns how, their personalities, if they’re easy to work with and how their attendance is & their exact skill level.
- On the last day, ask the ones that are a good fit if they want a job

Get Employees Involved
- Employee video competition on how to avoid burnout
- Individuals or teams create a short video using their cell phones.
- The purpose of the video is to highlight your company culture in creative ways.
- Give prizes to the winners.
- Post the best videos on your careers page, LinkedIn, and other social media.

Mobile Hiring Center
- Use a wrapped RV/car as a mobile hiring center
- Show prospective employees the caliber of healthcare they can practice, while also enjoying the added autonomy to do what’s best for their patients.
- Emphasize how care in the home is the cutting edge of healthcare innovation.
BE CAREFUL 
BRINGING 
REFRESHMENTS TO 
YOUR MOBILE 
RECRUITING SITE
HYBRID CULTURE

The focus has shifted from how we will manage the business to how we are going to support people.

Mindful leadership is required.

Digital employee engagement tools and platforms can be an essential solution to hybrid workforce management.

HYBRID WORKFORCE:
"BEST-OF-BOTH-WORLDS"

• According to a study by Stanford:
  • 55% of workers favor hybrid working
  • 25% of workers want to work from home full time
  • 20% only want to work in the office
88% of respondents believe that using various digital platforms can reduce operational costs.

80% say beneficial to invest in project management & HR automation tools for employee rewards.

80% agree that implementing interactive corporate wellness platforms can be helpful.

86% say that using digital survey tools helps prioritize employee voice and expectations.

Rethink the nature of work

HYBRID WORKFORCE MANAGEMENT

- Industry experts believe that the following tools and platforms are essential to hybrid workforce management:
  - Digital rewards and recognition tools
  - Digital feedback platforms
  - Digital survey tools
  - Interactive wellness platforms
### Hybrid Feedback from 253 Industry Leaders from Various Global Industries

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>70% fully provide the work from home option to their employees</td>
<td>73.3% agree that their company has a formalized policy related to a work from home setup</td>
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<tr>
<td>30% say they offer it partially.</td>
<td>11.7% say policies are yet to be formalized in the company</td>
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<tr>
<td>76% believe that employee burnout and isolation are the second top problem while working hybrid</td>
<td>73.3% agree that participative behaviors in leaders are most effective in the hybrid work culture</td>
</tr>
<tr>
<td>50% believe that rebuilding trust among peer groups and teams was the third most problem while working hybrid.</td>
<td>73% believe that keeping employees engaged is the topmost challenge while shifting to a hybrid work culture.</td>
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<tr>
<td>74% say creating hybrid policies, hybrid working etiquette handbooks, and work agreements that highlight who, where, and how each team member will work in the organization with a remote-first mindset is helpful</td>
<td>86% agree that providing equipment and training employees regarding hybrid work culture is needed to work productively.</td>
</tr>
<tr>
<td>86% agree that motivating employees to work out by planning various mental well-being, mindful sessions, and virtual wellness challenges</td>
<td>50% believe that rebuilding trust among peer groups and teams was the third most problem while working hybrid.</td>
</tr>
<tr>
<td>40% think that the lack of collaboration solutions among in-person and remote staff is also a major roadblock in a hybrid culture.</td>
<td>314% agree that participative behaviors in leaders are most effective in the hybrid work culture</td>
</tr>
</tbody>
</table>

### An Employee’s Hierarchy of Needs

- The needs of the employee are the basic needs of humans!
- If you care for them in the way you yourself would like to be cared for then you will achieve a winning team and success in the world!
BOTTOM LINE:
YOUR CULTURE WILL DEPICT HOW YOUR EMPLOYEES TREAT EACH OTHER AND YOUR CLIENTS/PATIENTS
WEIGH IN ON THE NEXT WAVE OF RESEARCH

• Burnout, compensation, safety concerns – or something else?
• What do you want deeper insights on?

QUESTIONS

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