

Transforming Caregiver Engagement:  
Proactive Strategies for Retention and Growth



Welcome

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# ABOUT ME



Allan Levine

SVP of Revenue & Growth for Nevvon

Nevvon train's and motivates caregivers



# AGENDA

- The Caregiver Challenge
- The Core of Retention is A Culture of Engagement
- Proactive Retention Strategies
  - Flexibility
  - Continuous Learning
  - Career Pathways
  - Feedback Loops & Recognition Programs
- Innovative Recruitment Strategies
- Implementing a Retention-Focused Culture



# The Caregiver Challenge

# THE CAREGIVER CHALLENGE - STATISTICS

**60-70%**

Turnover

**15%+**

Active Caregivers are working in more than 1 agency in NY

**CMS - Turnover: Quality Ratings  
(Nursing Homes)**

**60%+ turnover Ratings**

**45%- turnover Ratings**

**\$2,600 – \$3500**

Cost to replace a caregiver

**1-Star  
Rating**

**5-Star  
Rating**

# THE CAREGIVER CHALLENGE - PERSONA

- **Demographics:**
  - 84% Predominantly women
  - A significant portion are people of color, with 67% being Black, Hispanic, or from other racial minorities.
  - 32% of home care workers born outside of the U.S.
  - Median age is 47
    - 36% of home care workers are aged 55 or older.
- **Education and Employment:**
  - 45% have pursued education beyond high school, though many do not hold college degrees.
  - A significant proportion work part-time or part-year, with 46% working less than 35 hours per week and 19% employed for only part of the year.
- **Family Responsibilities:**
  - 29% have at least one child under the age of 18 at home.
  - Nearly 30% also provide unpaid family caregiving to one or more older adults.



# THE CAREGIVER CHALLENGE – HUMAN SIDE



**Caregivers  
are Burnt  
Out**



**Pay Gaps**

\$33,820  
Median annual wage  
for HHA/PCA

Vs.

Amazon warehouse of  
\$39,520



**Lack of  
Career  
Opportunities**

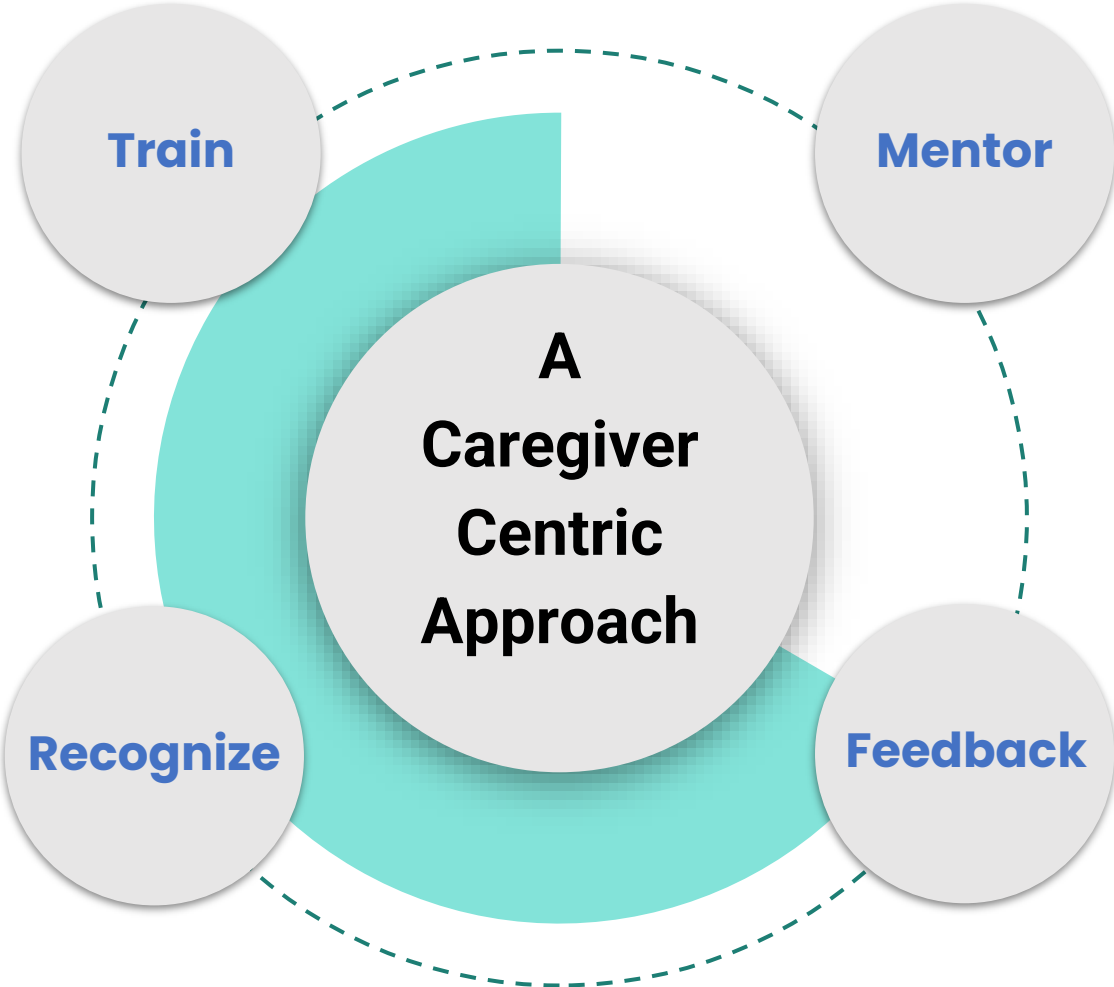


**Emotional  
and Mental  
Health Toll**



## The Core of Retention is a Culture of Engagement

# THE CORE OF RETENTION IS A CULTURE OF ENGAGEMENT



# THE CORE OF RETENTION IS A CULTURE OF ENGAGEMENT

## Training Example

Through Caring4Cal and Calgrows initiatives we have trained over 20,000 caregivers in CA.

10-30+ hours of upskilling training provided by Nevvon

Training completion & retention bonuses provided

- **Over 80% retention rate at 3 months for caregivers participating in the program through an agency**

## Mentorship Example

25+ agencies accessing Nevvon's Legacy of Care Mentorship Program in Massachusetts ~ 3000 caregivers

~85% of the funding flowing directly to caregivers who participate as Mentors, Mentees and Mentor Managers

- **Over 90% retention of participating agencies after 1 year**
- **Improved job satisfaction**
- **Recruitment Tool**



# Proactive Retention Strategies

# PROACTIVE RETENTION STRATEGIES – FLEXIBILITY



## Let Caregivers Decide How & Where To Learn



### Mobile 📱

- Mobile First Approach
- Single Sign On for Ease of Access



### Hybrid 🎯

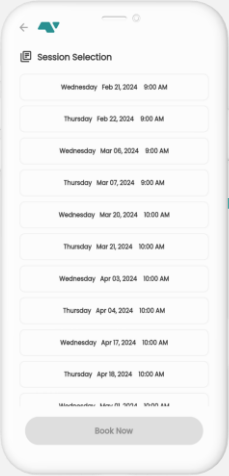
- Interactive
- Seamless experience
- Easy to Access and Use



### Face-to-Face ✅

- Track in one place
- Attendance
- Scheduling
- Self Registration

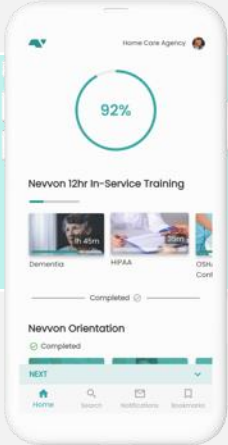
# PROACTIVE RETENTION STRATEGIES – FLEXIBILITY USE CASE: ORIENTATION



Synchronous Orientation



Asynchronous In-Services

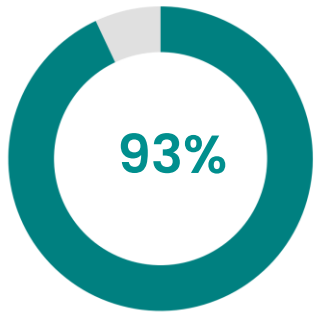


Overcome the technology hurdle

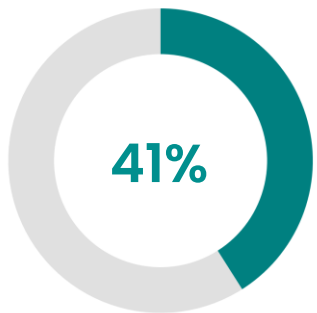
**The proposed 90% EVV Compliance threshold set for January 1 is an opportunity**

**Utilize a synchronous training module** during orientation to familiarize caregivers with technology, ensuring smooth adoption.

# PROACTIVE RETENTION STRATEGIES – CONTINUOUS LEARNING



**93%** of employees would stay at a company longer if it invested in their careers.



**41%** of employees consider their organization career advancement opportunities to be a very important factor to their job satisfaction.

## Preventative Training to Keep People @ Home

Anemia

CAD (Coronary Artery Disease)

Angina

CHF (Congestive Heart Failure)

Cardiovascular Diseases

## Patient Matching

Dementia

## Communication

Patient

Family Caregiver

Manager

Peers

# PROACTIVE RETENTION STRATEGIES – CAREER PATHWAYS

1115 Waiver – WIO's – \$646M



## Career Development Training

### Career Laddering

HHA to Certified HHA

HHA to CNA

LPN Pathways

RN Pathways

### Leadership Training

Mentorship Training

Fine Tuning Reporting

# PROACTIVE RETENTION STRATEGIES – FEEDBACK LOOPS AND RECOGNITION PROGRAMS



Job Satisfaction  
Special Initiates  
Communication  
Referrals  
NPS  
CSTAT  
Caregiver Satisfaction  
Pulse Surveys



# Innovative Recruitment Strategies

# INNOVATIVE RECRUITMENT STRATEGIES

## Word of Mouth & Referral Programs



*600% increase in referral hires*

## Mentorship



*90%+ Retention*

*Hired the entire graduating class*

## Leverage Data

ATS  
ICP hiring  
Who are your best caregivers,  
identify common traits

*Focus on "most likely"  
candidates*



## Implementing a Retention-Focused Culture

# IMPLEMENTING A RETENTION-FOCUSED CULTURE

## Leadership's Role

Leaders must set the right tone. Caregiver engagement starts at the top, influencing the entire organization's culture.

Leaders should be visible and involved in caregiver development, offering mentorship and support, which signals to employees that growth is a priority.

Empower Decision-Making:

- Leaders should empower caregivers and managers to make decisions that align with agency goals, building a culture of ownership and accountability.
- Fostering a Winning Culture: Recognizing small wins and progress regularly, creating a cycle of motivation and celebration within the team.

## Change Management

Address any resistance by involving caregivers in the process, allowing them to voice concerns and offer input.

Explain the "WHY"

- Highlight the personal and professional benefits for caregivers when engaging with these new strategies, such as career development and work-life balance improvements.

# IMPLEMENTING A RETENTION-FOCUSED CULTURE

## Quick Wins

### Feedback Loops:

- Do you have benchmarks?
- Introduce **quick surveys or one-on-one check-ins** to gather real-time feedback from caregivers on their job satisfaction and daily challenges.
- Implement **monthly feedback** sessions to assess pain points and areas for growth.

### Recognition Programs:

- Start a simple "**Caregiver of the Month**" program to immediately boost morale and recognize hard work.
- Implement recognition tools to increase a sense of community.

### Training Initiatives:

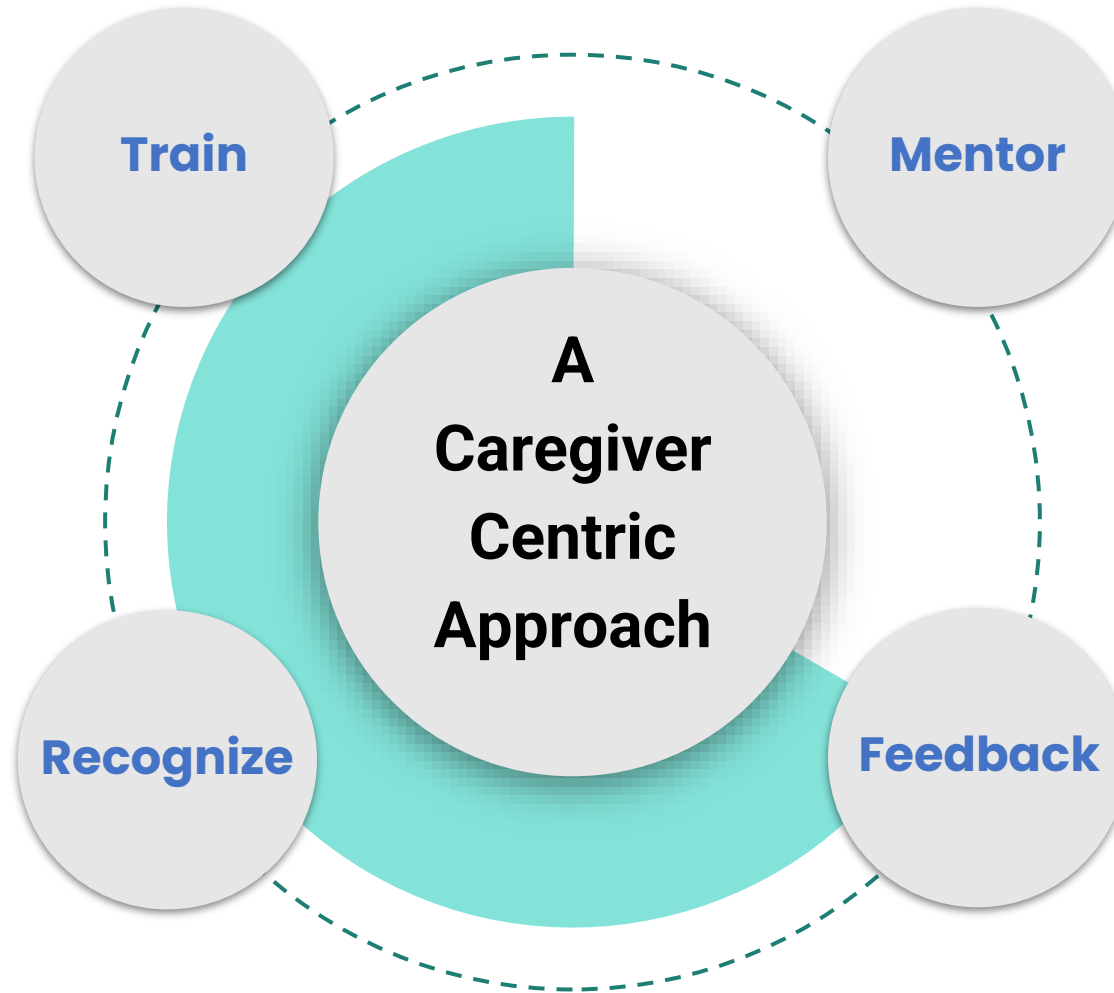
- Pilot **elective training** program that allows caregivers to take short, focused training sessions on-demand. Measure engagement and skill improvement after a month.
- Offer **stress management or well-being workshops** to show immediate care for caregivers' mental health.

### Increased Communication

- Establish a **weekly update from leadership** with recognition, upcoming opportunities for growth, and open feedback requests.
- Create an **anonymous suggestion box** to encourage open communication without fear of retribution.

# IMPLEMENTING A RETENTION-FOCUSED CULTURE

**93%** of employees would stay at a company longer if it invested in their careers.

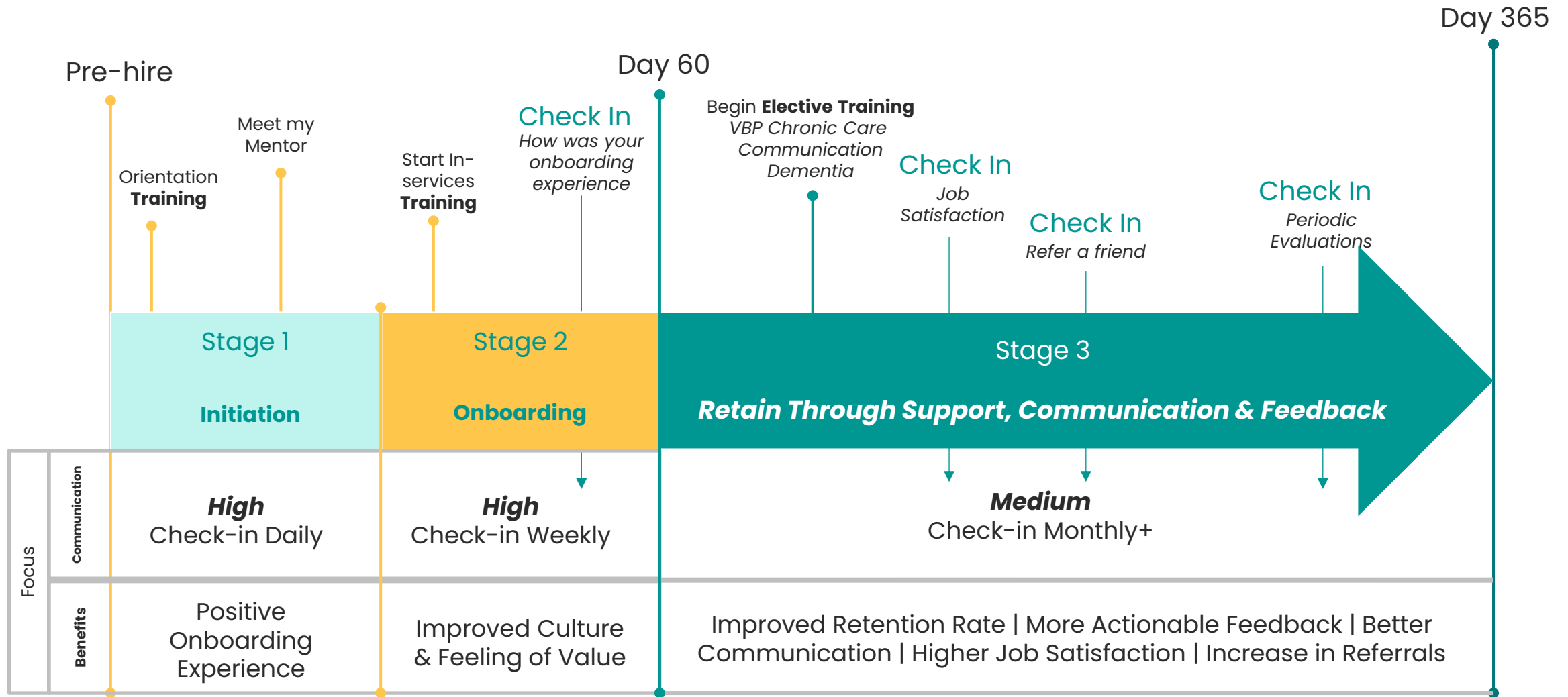


**90%+ retention** for caregivers

**78%** of caregivers report that recognition programs increase job satisfaction

90% of employees who participated in an exit interview said they would have stayed with their employer if their concerns had been addressed

# IMPLEMENTING A RETENTION-FOCUSED CULTURE – YEAR 1



# COST OF DOING NOTHING VS. SOMETHING

## Do Nothing

Hire 100 Caregivers every year

60% Retention Rate

\$2500 = cost to replace a caregiver

**Total cost of doing nothing**

**\$100,000**

\*replacing 40 caregivers x \$2500/caregiver annually

## Do Something

Hire 100 Caregivers

Improve Retention Rate to 80%

\$2500 = cost to replace a caregiver

**ROI \$ 50,000**

*The Legacy of Care® Program costs a fraction of the savings generated*

\*replacing 20 caregivers x \$2500/caregiver annually

# Q&A



Better Training, Better Care





Thank You



NYS Association of  
Health Care Providers

Representing Home & Community-Based Care

Celebrating **50**  
Years