



Conquering the Caregiver Recruiting Crisis

With Stephen Tweed

If you can't find 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 Health agencies, Hospices, and Home Care companies. There are simply not enough front line caregivers - nurses, therapists, home health aides, and personal caregivers - to meet the huge demands of our aging population and a highly competitive in-home care marketplace.

This **Caregiver Recruiting 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. Sales people 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.

In this interactive presentation, Stephen Tweed will describe the magnitude of this crisis. He'll explore how it is negatively affecting you, your team members, and your agency. He will explain the latest research that is being conducted by Leading Home Care to define the problem, develop a solution, and present a system to conquer the crisis. Stephen will lead you through **The Seven Step Caregiver Solution System**, and describe in detail how to make this work. He'll give you specific examples of how leading companies are renewing, revitalizing, and rejuvenating their talent attraction processes.

There is no easy answer, but this presentation will give you and your team the latest solutions and guide you through a long term strategy to **Conquer the Caregiver Recruiting Crisis**. You'll come away with a new peace of mind, knowing that you really can make progress in finding and keeping caregivers, creating a great place to work, and gaining advantage over your competitors.

If you are looking for a quick fix, this is not for you. We are not putting a band-aid on the problem.

This program is for serious leaders who are committed to creating a culture that attracts and retains top talent at all levels, and **Conquers the Caregiver Recruiting Crisis**

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

1. Describe the magnitude of the crisis and its causes.
2. Explore the most effective long-term solution
3. Apply **The Seven-step Caregiver Solution System**.



Outline:

I. Opening

II. The Crisis

1. The magnitude of the crisis
2. The causes of the crisis
3. The cost of the crisis to you, your clients, and our employees

III. The Solution

1. Discover the latest research from Leading Home Care
2. Create a Culture of Attraction and a Great Place to Work
3. See the long-term impact on your agency

IV. The System – The Seven Step Caregiver Solution System

1. Define your Best caregivers
2. Attract the Best
3. Select the Best
4. Hire and On-Board the Best
5. Develop and Train the Best
6. Recognize and Reward the Best
7. Retain Best

V. Application – Putting Ideas into Action

About your Speaker: *Stephen Tweed, CSP*, has spent the last 30 years working with home care and hospice organizations that want to grow and with home care leaders who want to get ready for the future. He is currently Chairman and CEO of *Leading Home Care ...a Tweed Jeffries company*.

Stephen is an internationally known health care and business strategist, award winning professional speaker, and published author. He regularly conducts industry research to identify the best practices in strategy, leadership, and talent.



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