



2021 Home Care Employee Retention Survey Report

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Caregiver churn is a bottom-line disruptor for in-home care businesses, and it has only been made worse by the COVID-19 pandemic. Such are the findings of a survey Home Health Care News conducted with AlayaCare during March and April 2021.

While staffing-related challenges always register high on the list of operating priorities for in-home care organizations, our survey indicates that providers are interested in addressing employee churn — and they're willing to invest in order to do so.

We are pleased to share the results of the survey in this ebook, including a look at specific pain points and the measures home health and home care providers are taking to alleviate them.



Robert Holly

Editor, Home Health Care News

Executive Summary

Results reveal the views of 162 in-home care and home health professionals polled about employee retention and employee churn. The survey, conducted online between March 15, 2021 and April 5, 2021, asked about how companies are:

- Experiencing and addressing employee churn in their organizations
- Handling an increase in employee churn as a result of the COVID-19 pandemic
- Identifying pain points in their organizations including the impact of COVID-19
- Focusing their efforts on retention

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Caregiver churn is a significant pain point for providers in 2021. While caregiver shortage and the business impact of COVID-19 were the most often cited pain points, caregiver churn was the third leading issue for providers this year.



Caregiver churn is a bottom-line disruptor for in-home care businesses, and they're willing to spend to fix it. Respondents overwhelmingly agree (80%) that caregiver churn is disruptive to their business's bottom line, and they're willing to spend to resolve the issue. Nearly 60% say they're willing to invest to address the problem.



For most providers, the pandemic made churn even worse. More than half, or 60%, of respondents said employee churn increased in their organizations as a result of the COVID-19 pandemic. For most providers, the pandemic made churn even worse.



Training and development is the top method for driving employee retention. More than 40% of respondents report they are driving employee retention through training and development, followed by scheduling (26%) and communication (22%) as areas of focus.

Caregiver Churn is a Significant Pain Point in 2021

Which of the following business “pain points” are associated with your business today?
(Select all that apply)

Inconsistent scheduling for team members

45

Utilization of existing team members

41

Caregiver shortage

124

Caregiver churn

68

Poor routing and workflow management

25

Compressed profit margins

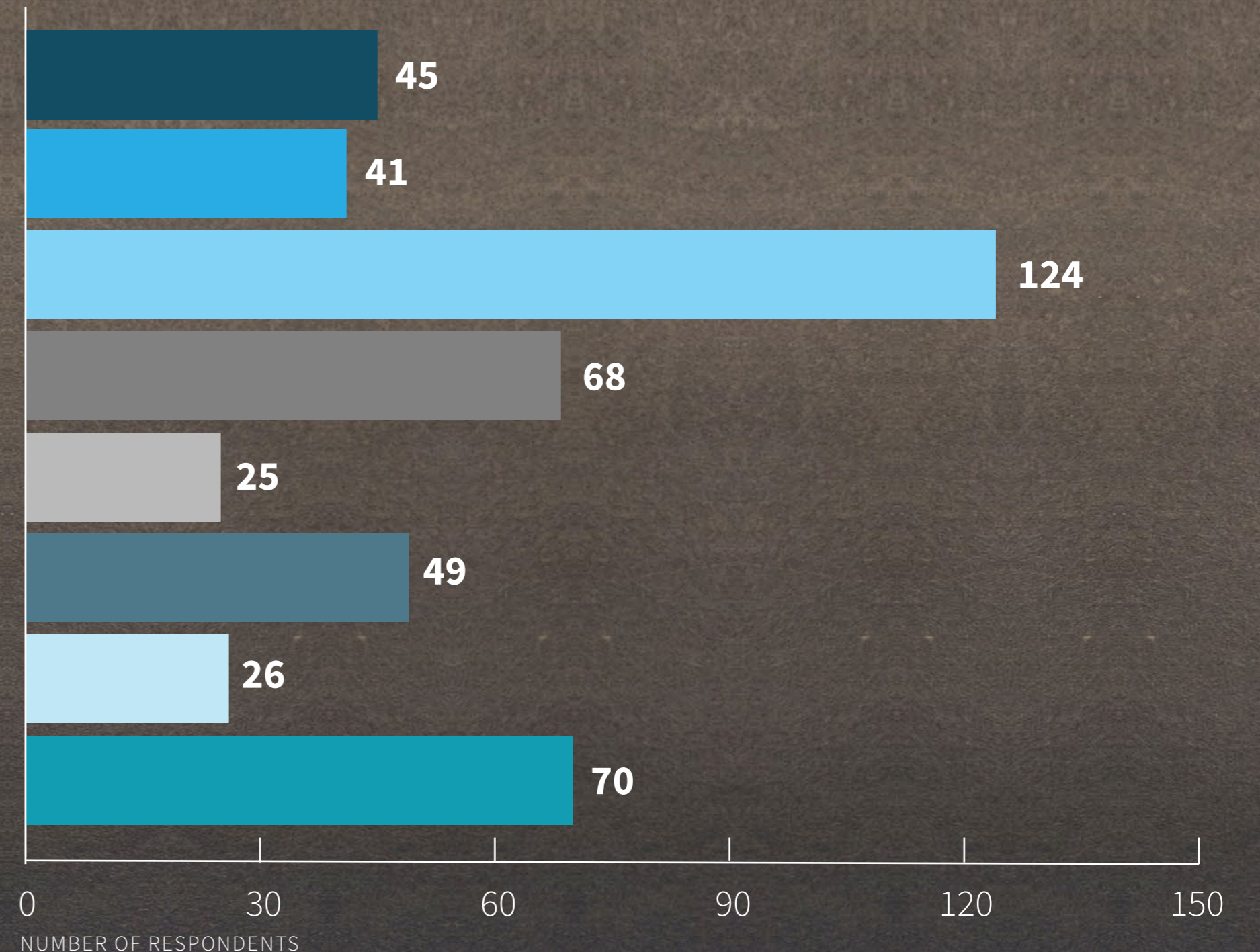
49

Lacking proper resources and technology

26

Business impact of COVID / post-COVID

70

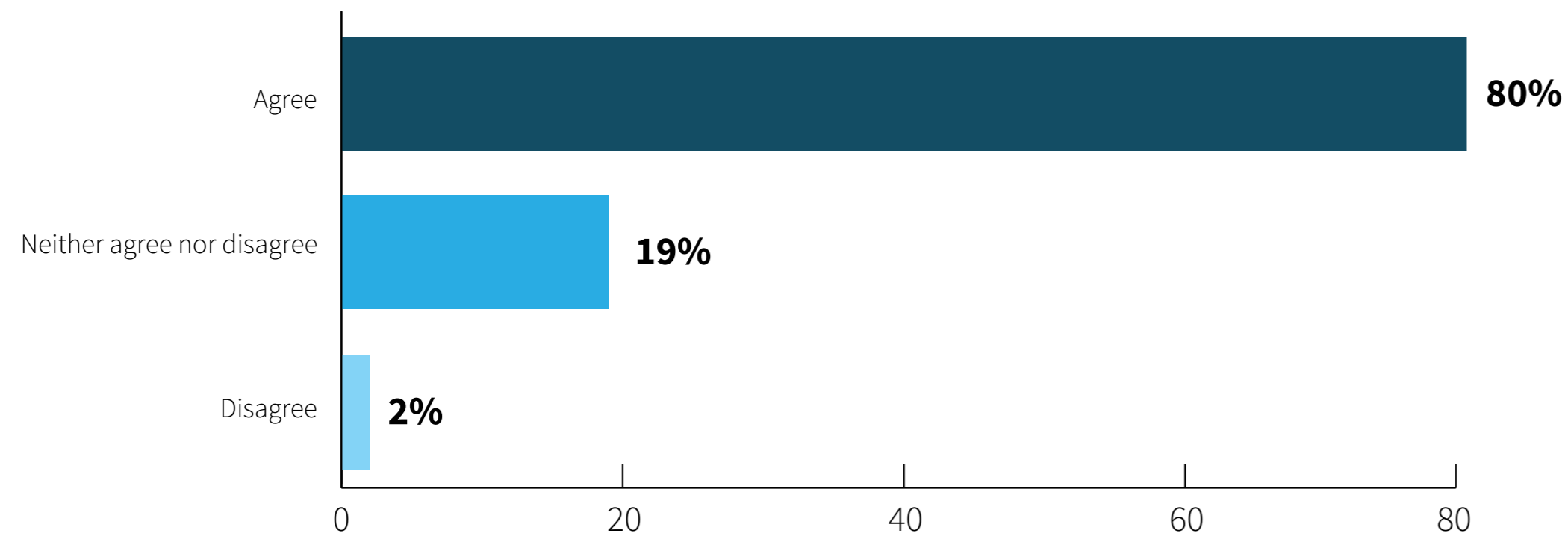


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Employee Churn is a Bottom-Line Disruptor

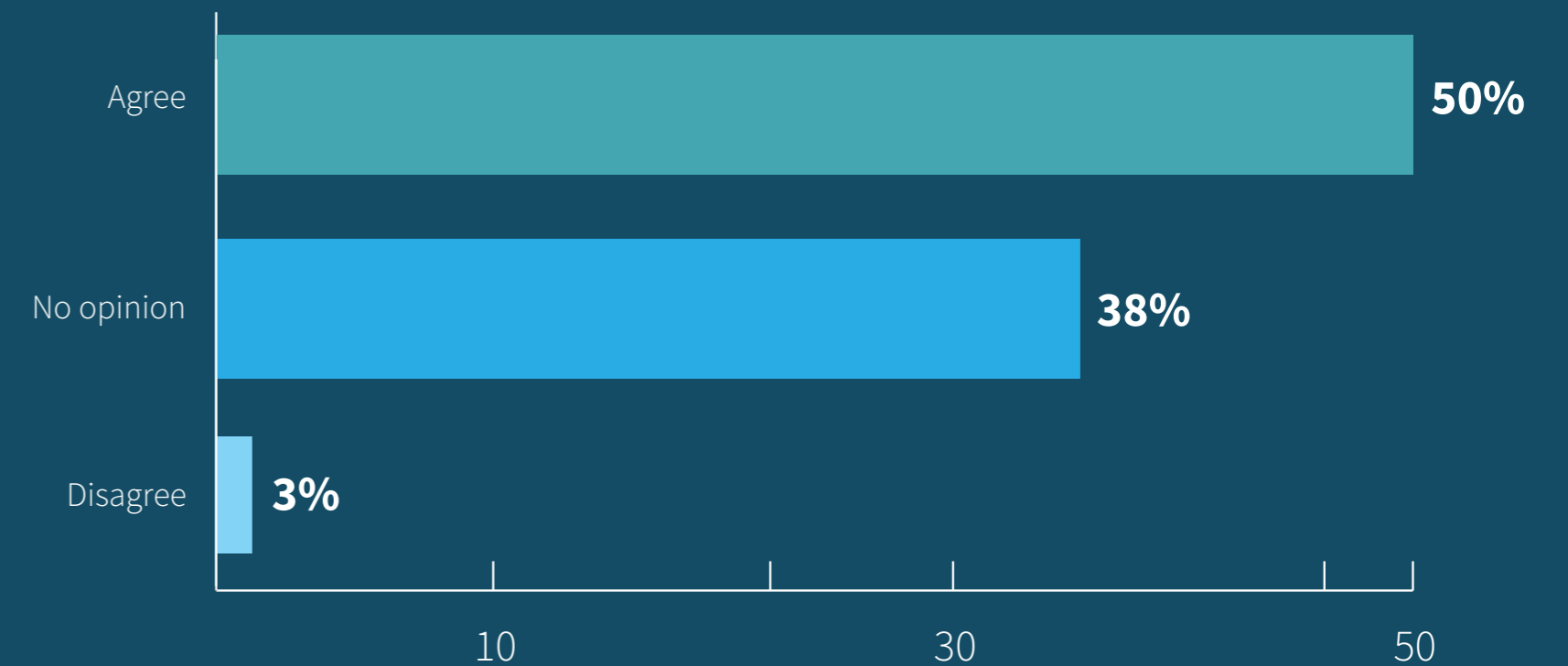
React to this statement: Employee churn disrupts my business's bottom line.



Respondents overwhelmingly agree (80%) that caregiver churn is disruptive to their business's bottom line.

In-Home Care Businesses are Willing to Spend to Stop Employee Churn

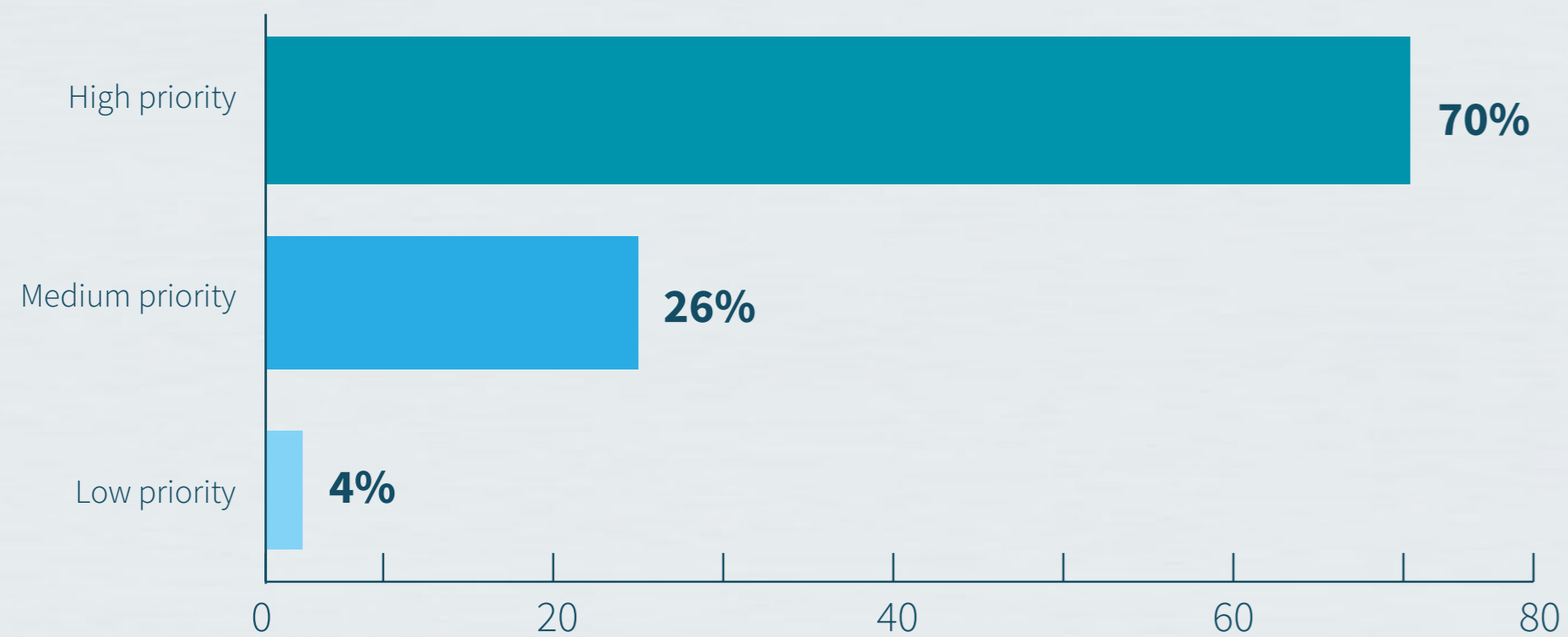
React to this statement: I am willing to invest money to solve my business's employee churn issue



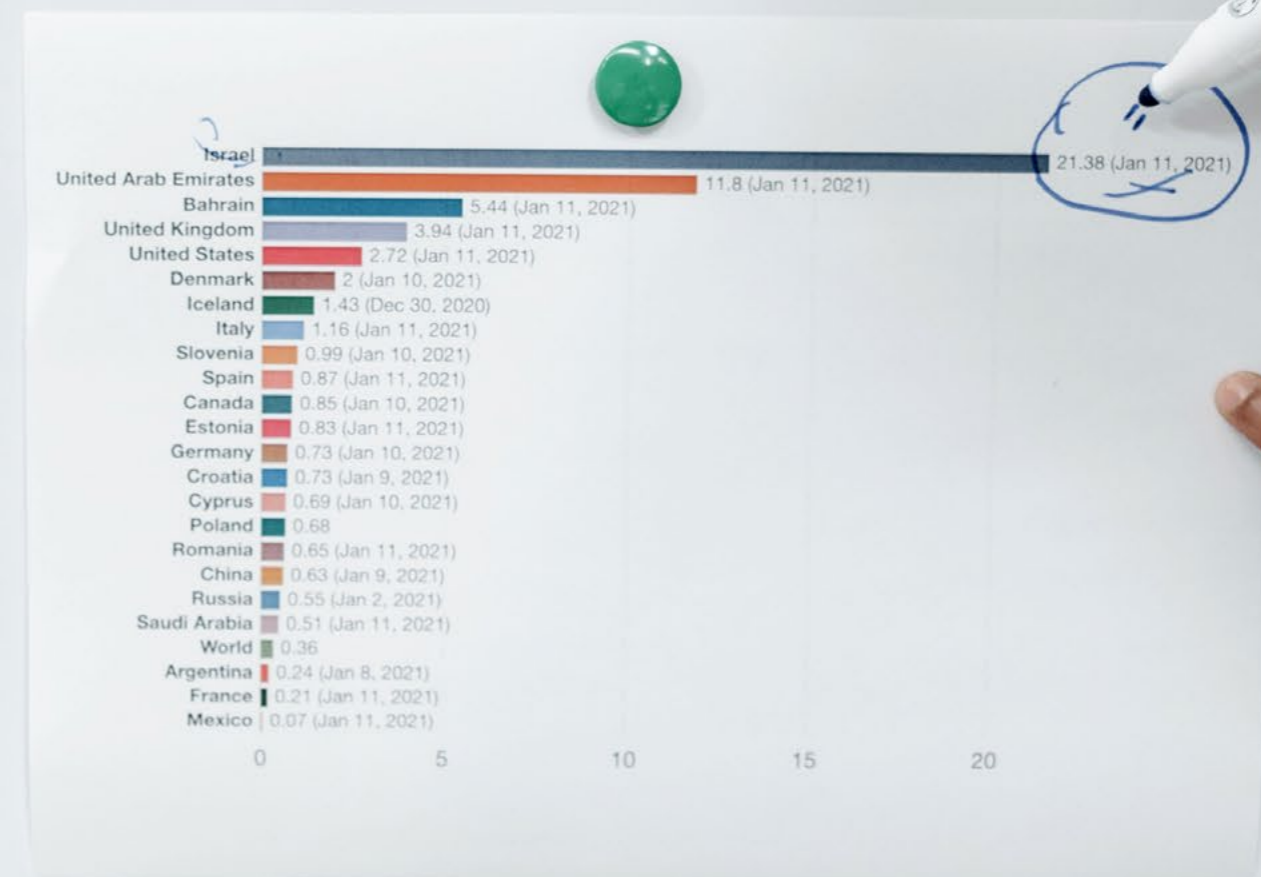
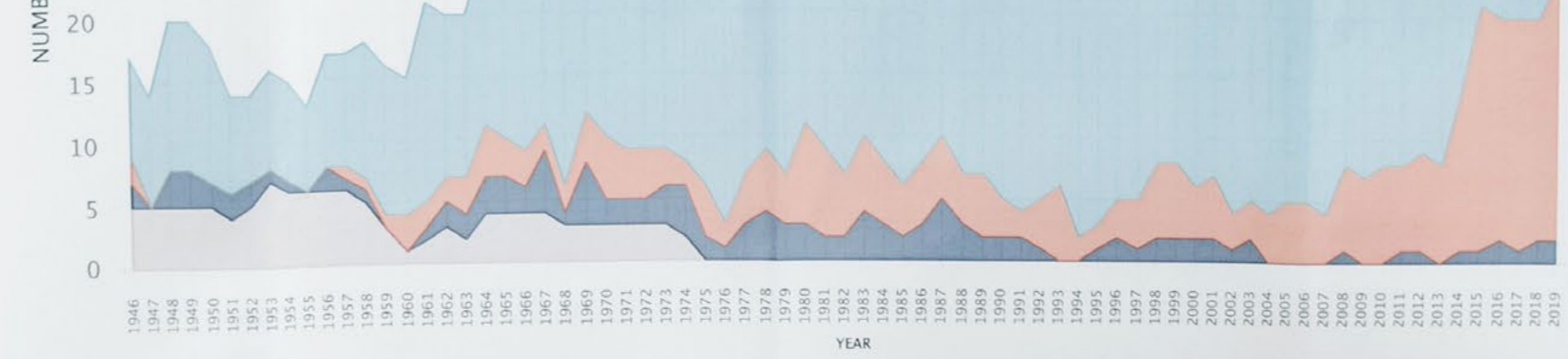
Half of respondents say they're willing to invest to address the problem.

Investing to Stop Employee Churn is a Priority

How high of a priority is making an investment in solving your company's employee churn issue?



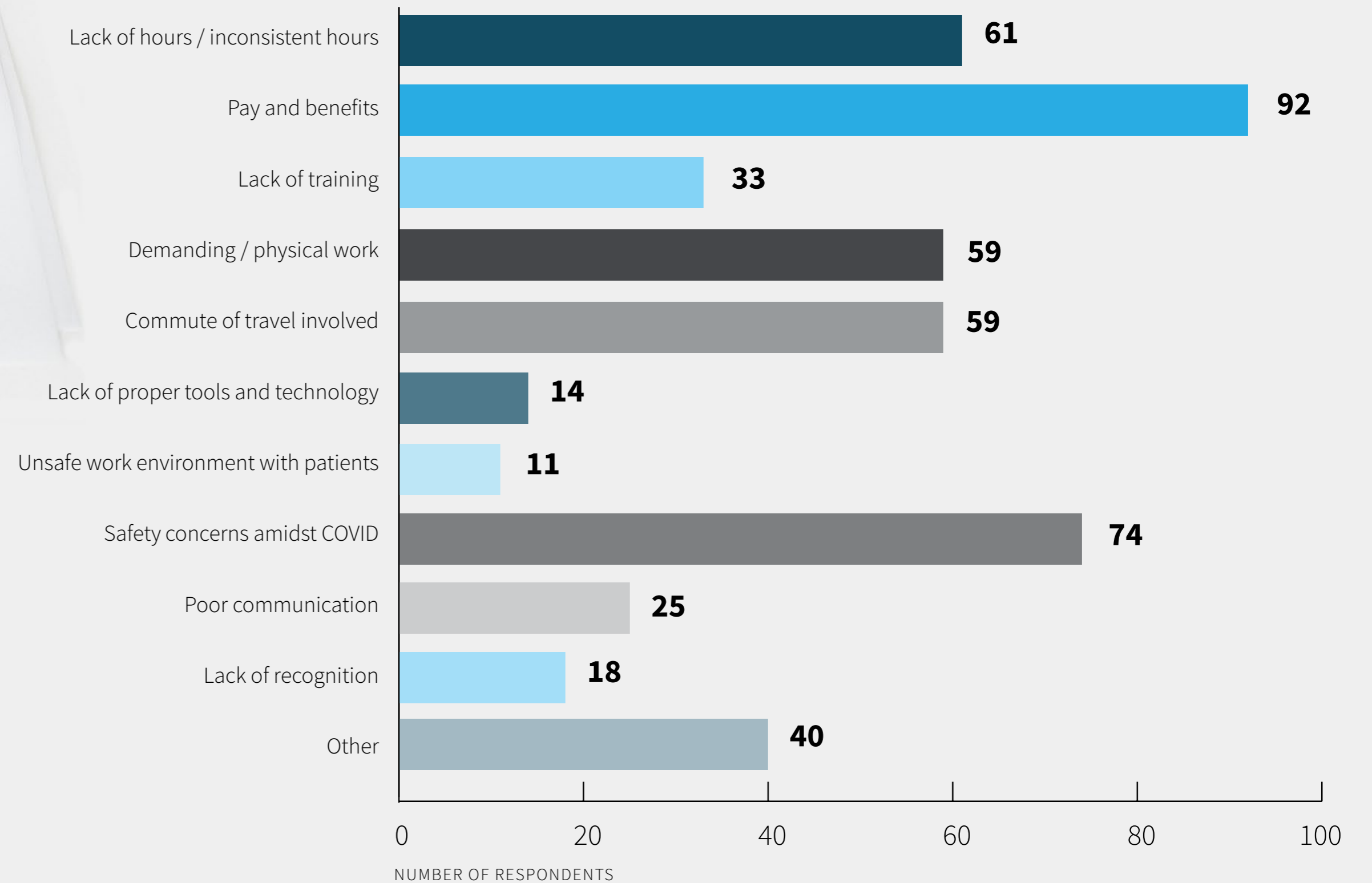
Of those who said they're willing to invest in mitigating employee churn, the vast majority (more than 95%) said making that investment a high or medium priority.





Concerns with Market Volatility and Safety are Both Drivers of Employee Churn

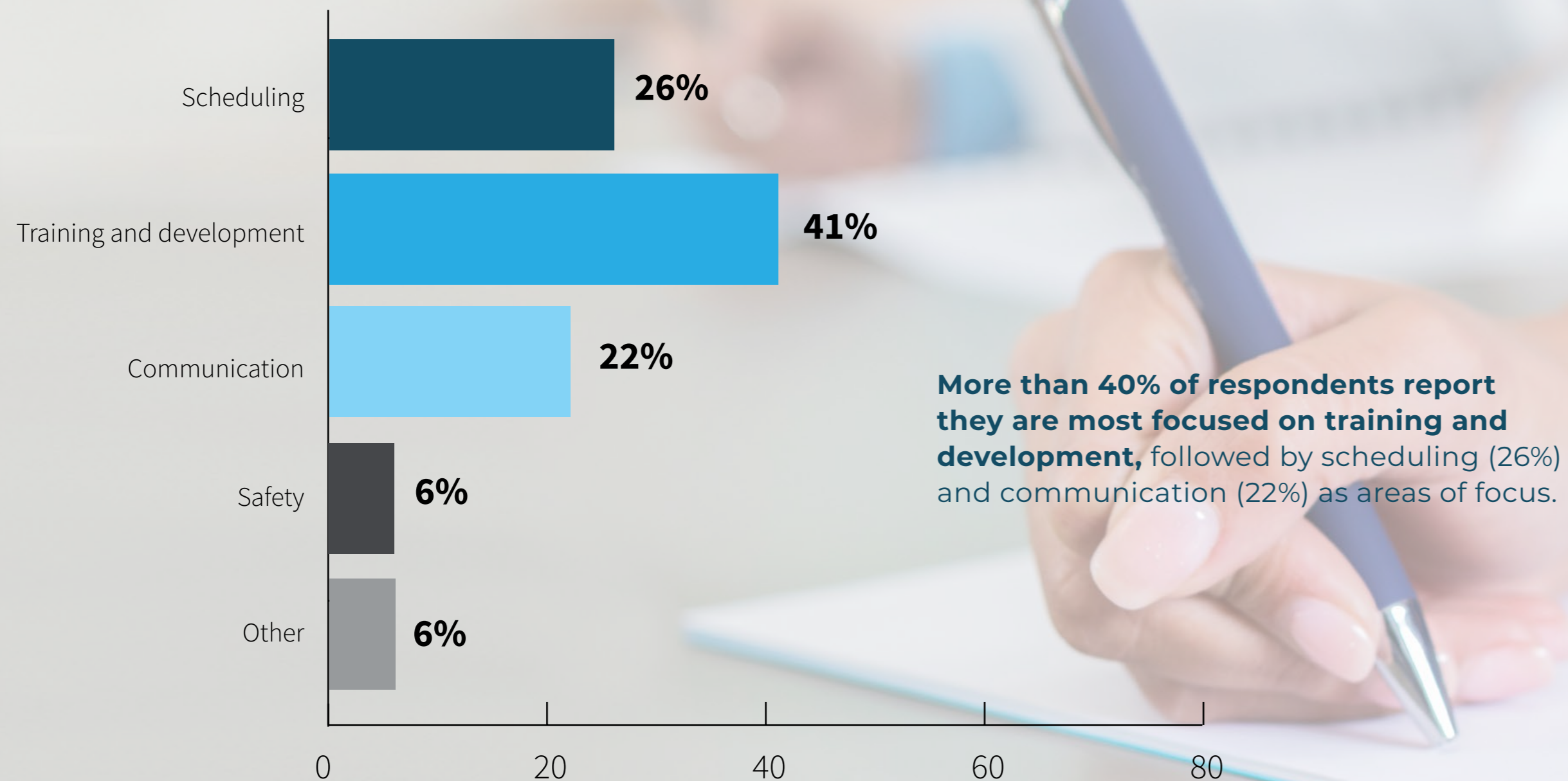
Select the three most common reasons for employee churn



Pay and benefits, lack of hours / inconsistent hours and safety concerns amidst the COVID-19 pandemic were the three most common reasons for employee churn, according to respondents of the survey.

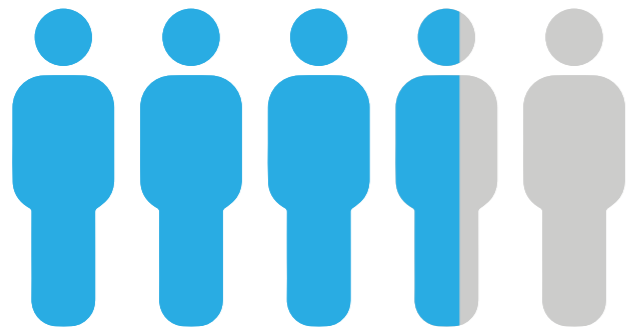
Training and development is the top method for driving employee retention

In which of the following areas is your organization focusing most on driving employee retention / reducing churn?



Using Technology to Predict Employee Churn Appeals to Providers

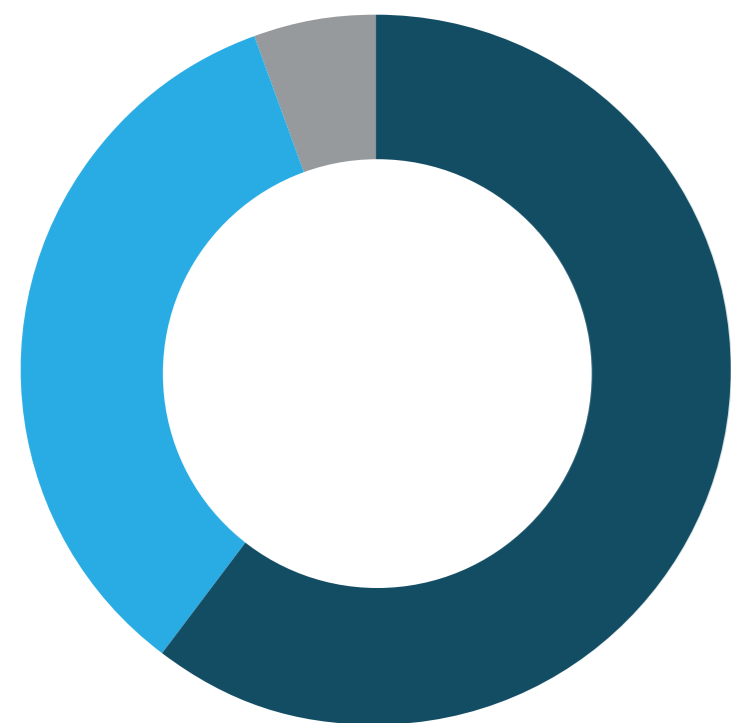
Rate your agreement with the following statement on the following sliding scale:
If I could integrate a tool into my business that could predict employee churn, I would. (Average = 3.8 out of 5)



Nearly 76% of respondents reported they would integrate a tool into their business if it could predict employee churn.

COVID-19 made Employee Churn Worse for Most Providers

Has employee churn increased in your organization as a result of the COVID-19 pandemic?



- 60% - Yes
- 34% - No significant change
- 6% - No

More than half, or 60% of respondents, said employee churn increased in their organizations as a result of the COVID-19 pandemic, while 34% reported no significant change.

“Employee churn is a constant challenge in the home care industry, which has only been amplified by the pandemic. At AlayaCare, we’re committed to helping organizations solve their business challenges and deliver better health outcomes with the help of modern technology and actionable data insights.

AlayaLabs is using predictive analytics to identify and curate employee retention and turnover metrics so leaders can spot early warning signs of employee churn and take action to prevent it before it happens. These actionable insights have resulted in direct improvements to retention KPIs for our customers, helping to mitigate common challenges of employee churn.”



Naomi Goldapple
Head of AlayaLabs
AlayaCare



For more information, contact:

Brady Murphy, VP, Sales & Marketing, AlayaCare

brady.murphy@alayacare.com

(855) 858-5214

www.alayacare.com