

~~Looming~~ Labor Crisis

A Tale of Two Perspectives



A Tale of Two Perspectives

- N size = 2,945 Caregivers/Nurses (32k+ KARE Heroes)
- N size = 89 Operators



Motivation

What motivates caregivers in their employment decisions?



Alignment

How aligned are actual caregiver motivations and the facility leader's understanding of caregiver motivations?

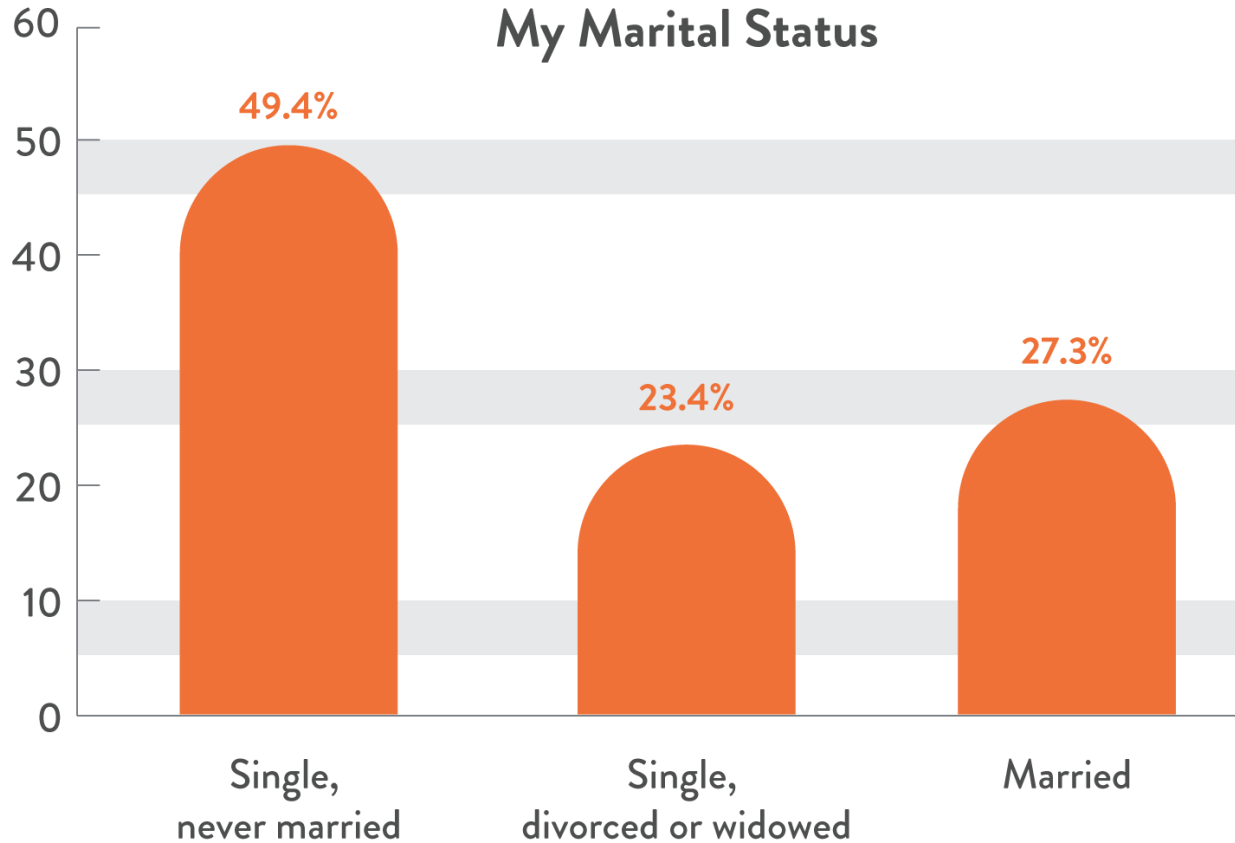


Push vs. Pull

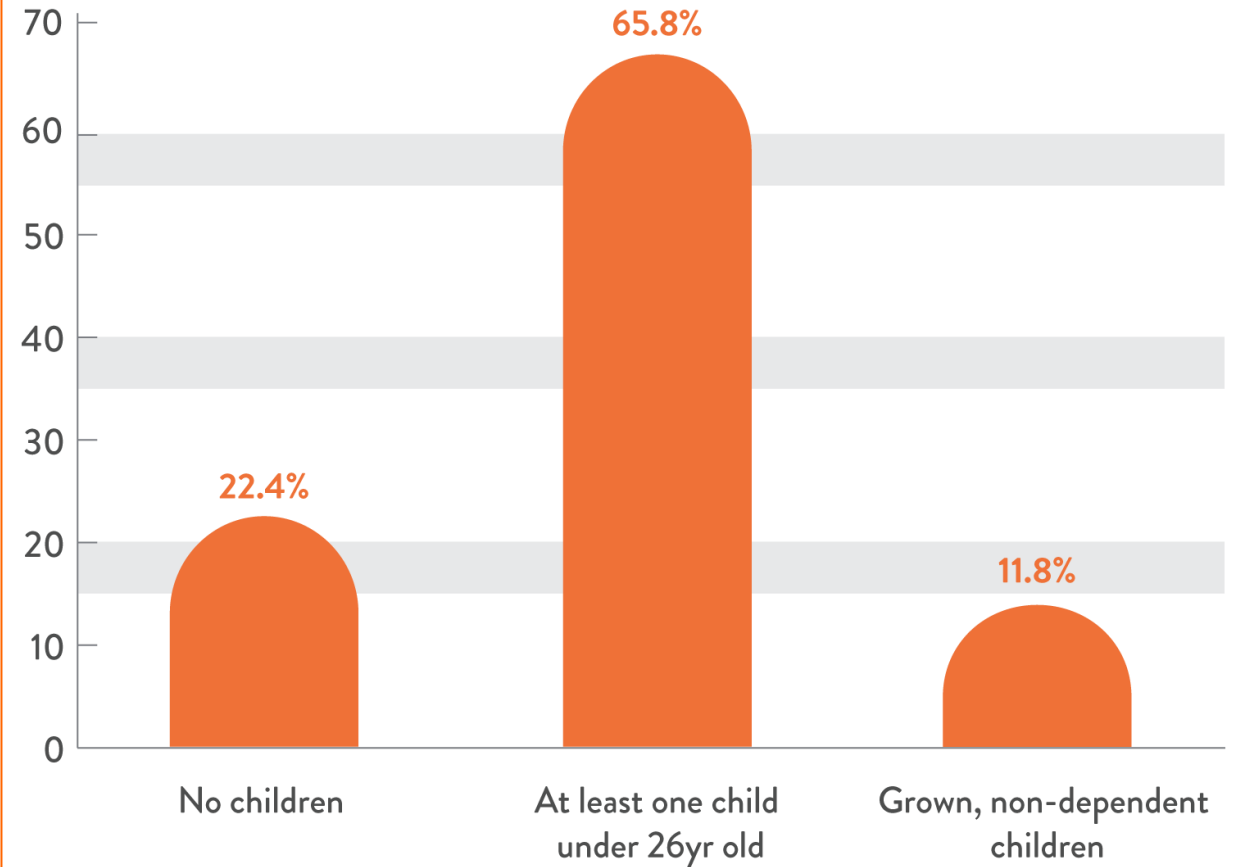
We asked questions in the affirmative (what drives you to...?) and in the negative (what drives you away from...?) It is equally important to understand what motivates people as what demotivates them.

Who are our Caregivers?

My Marital Status

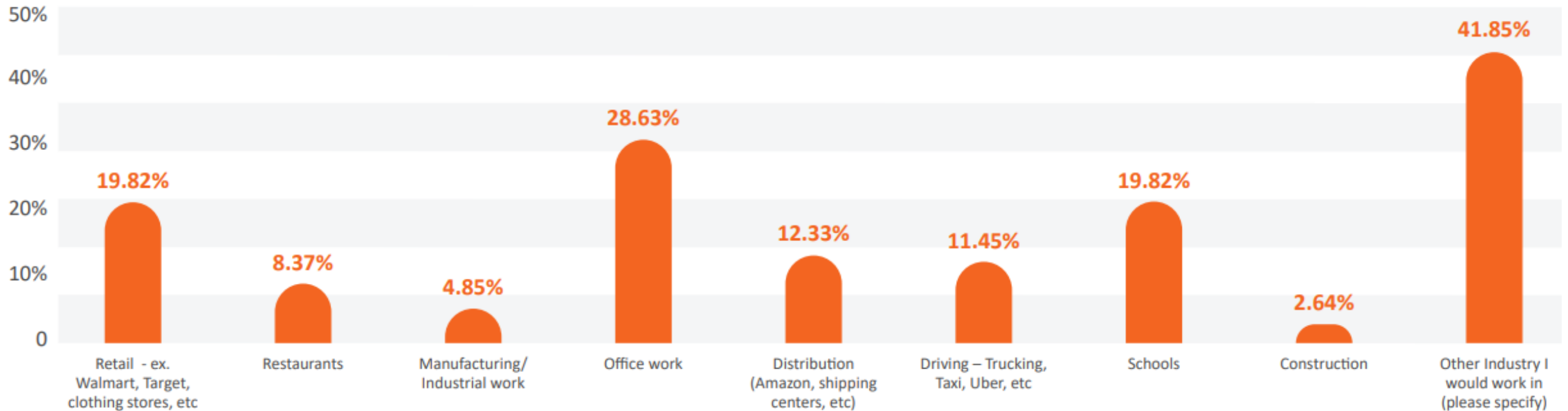


My Child Dependent Status



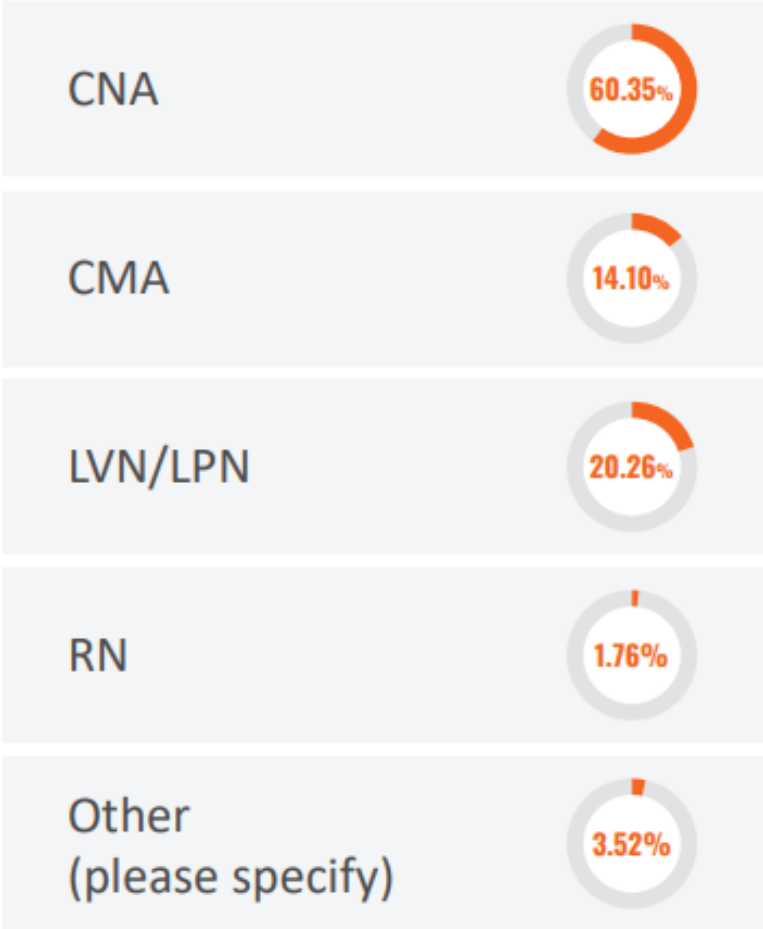
Supplementing Income

If you also work in other industries, in which industries do you also work?



Who are our Caregivers?

I am a (CHOOSE ONE)



I have been working in senior care for:

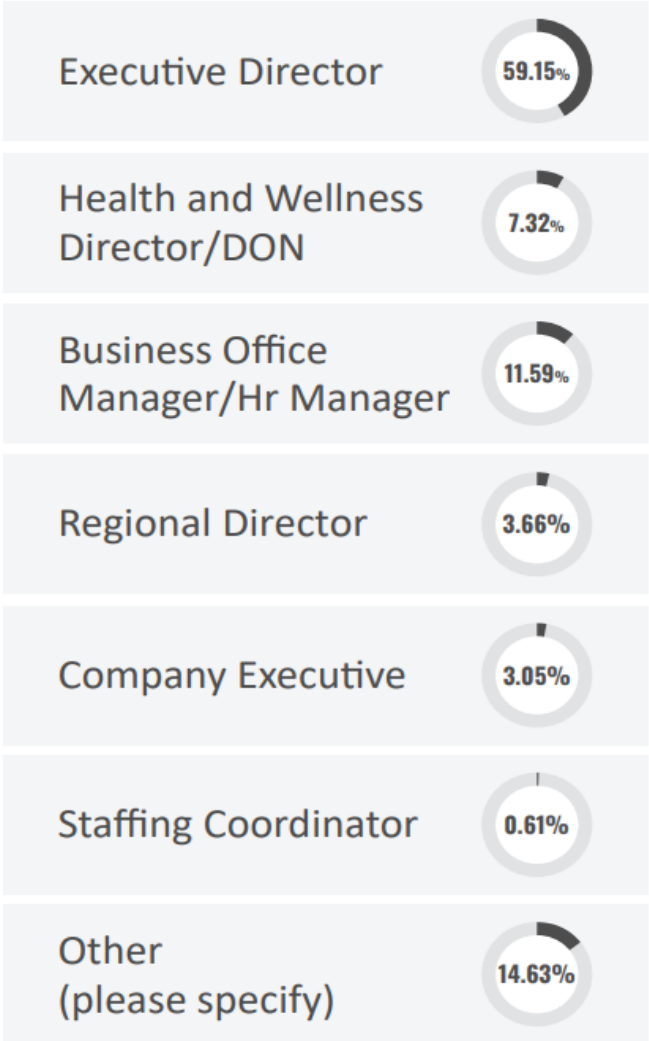


Typically, I work:



Who are our Operators?

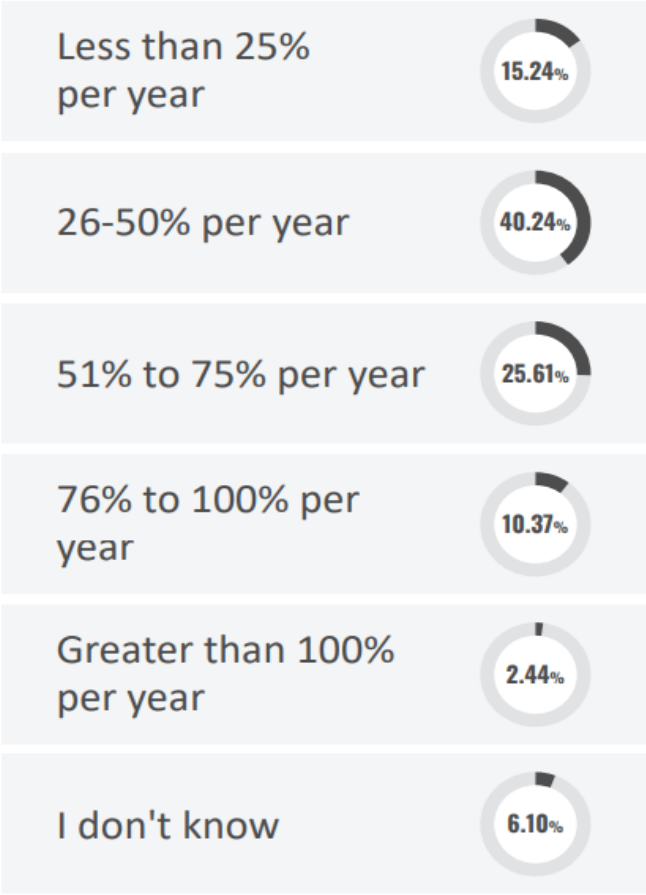
I am a (CHOOSE ONE)



I have been working in senior care for:

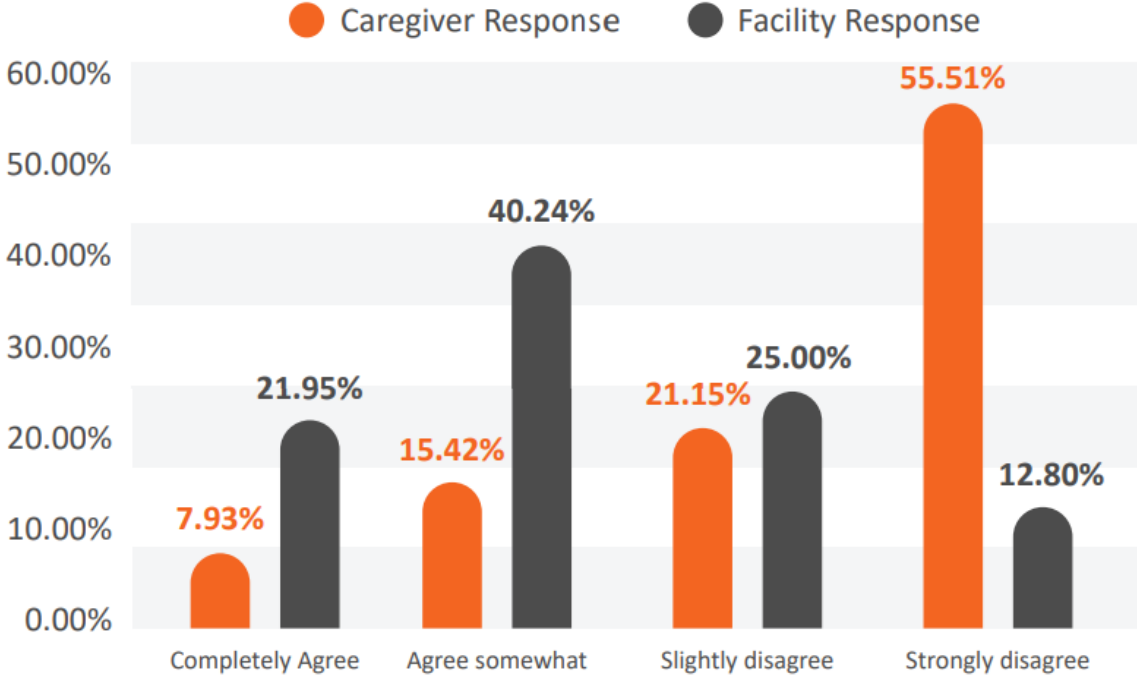


The average annual employee turnover for the community(ies) I support is:

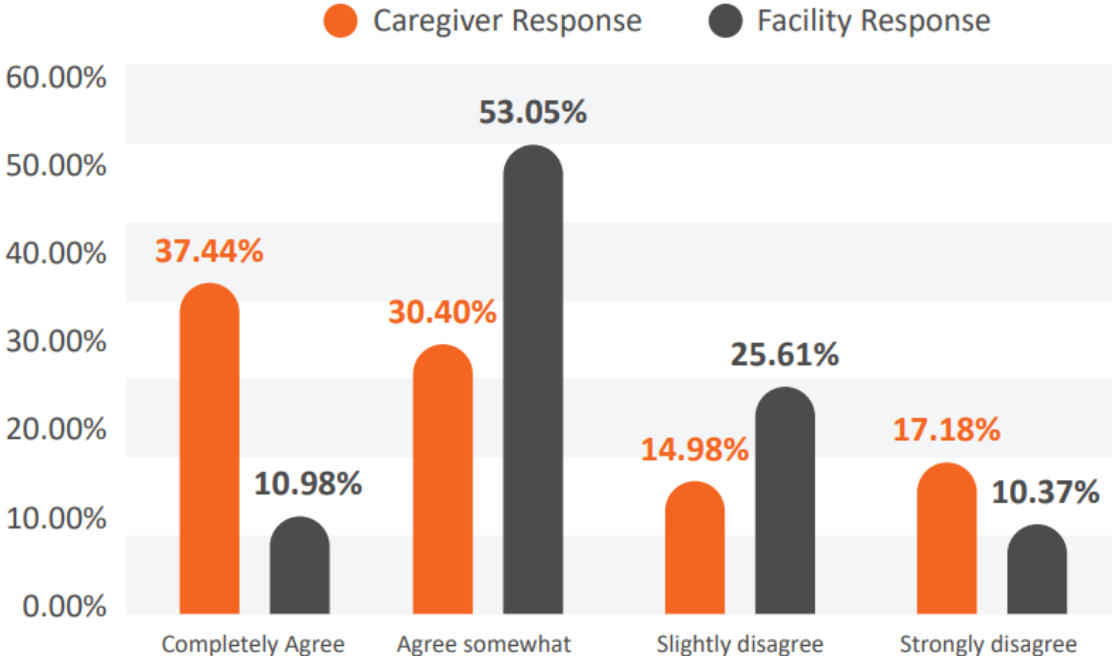


Let's clear the air...

COVID has made caregivers consider leaving senior care forever:

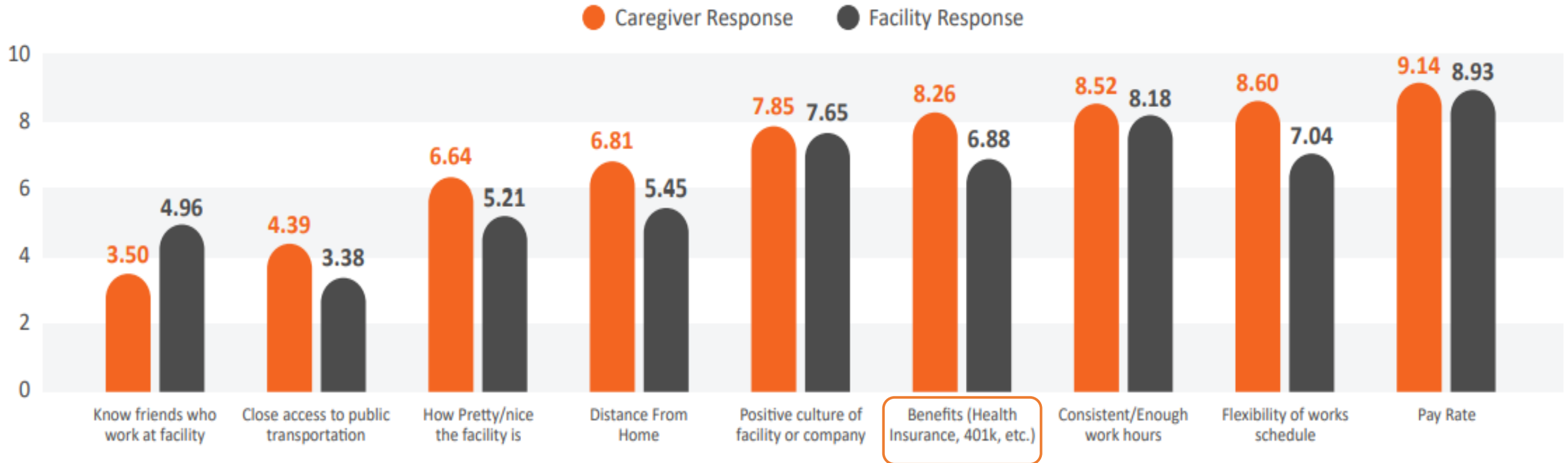


Agree or Disagree: "Five years from now, I (or most of your front line staff) will still be working in senior care:"



Why our Caregivers Stay...

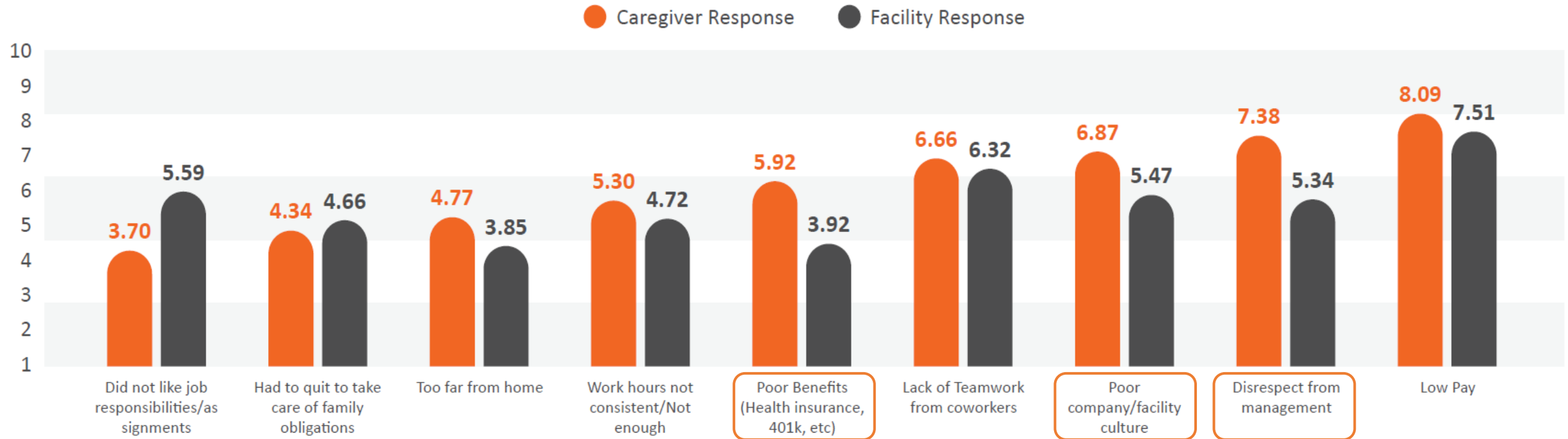
On a scale of 1-10 please rank the factors that would make you (or an employee) want to work PERMANENTLY at a facility: [1 - not a factor, 10 - Significant factor]



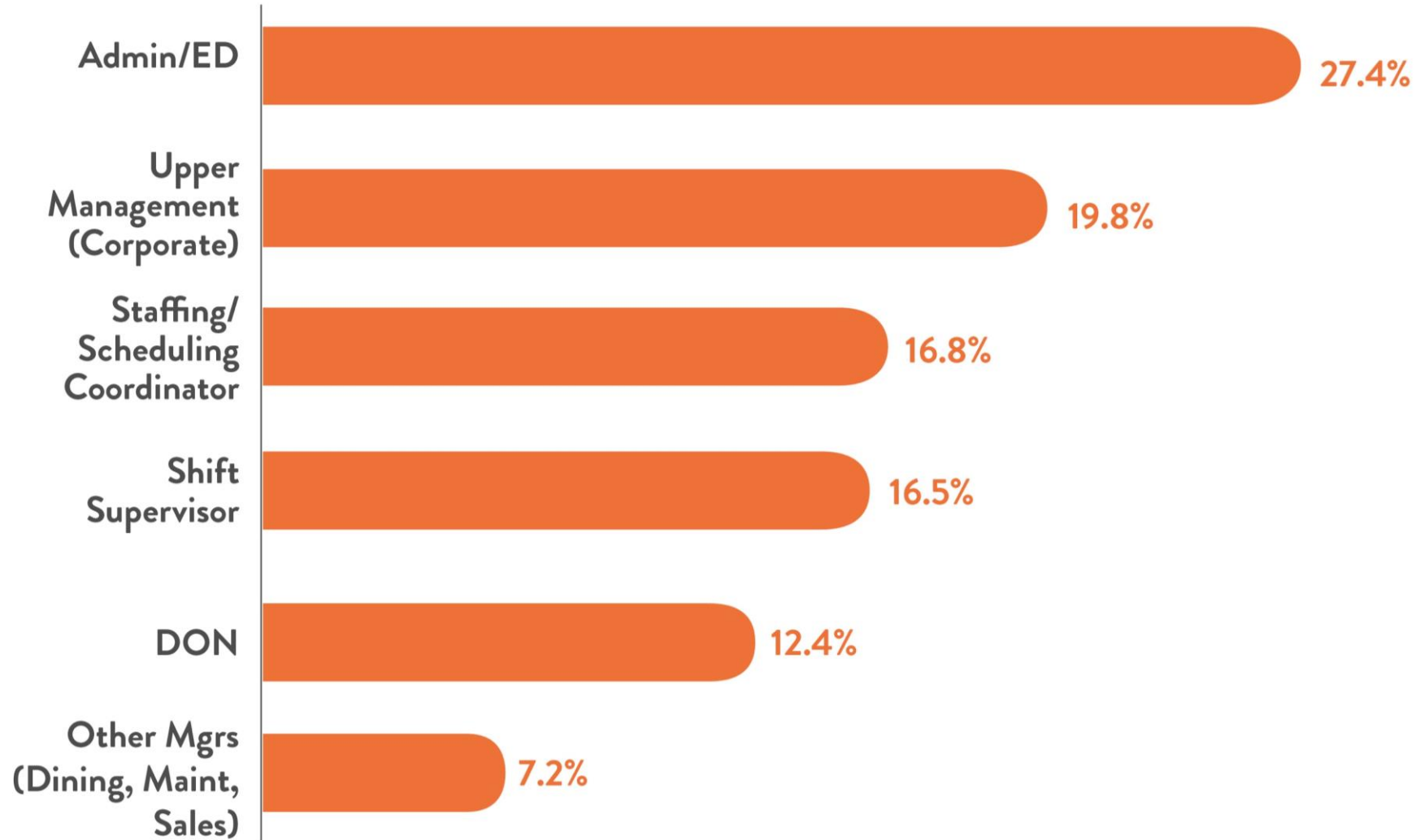
Why Do Caregivers Go . . .

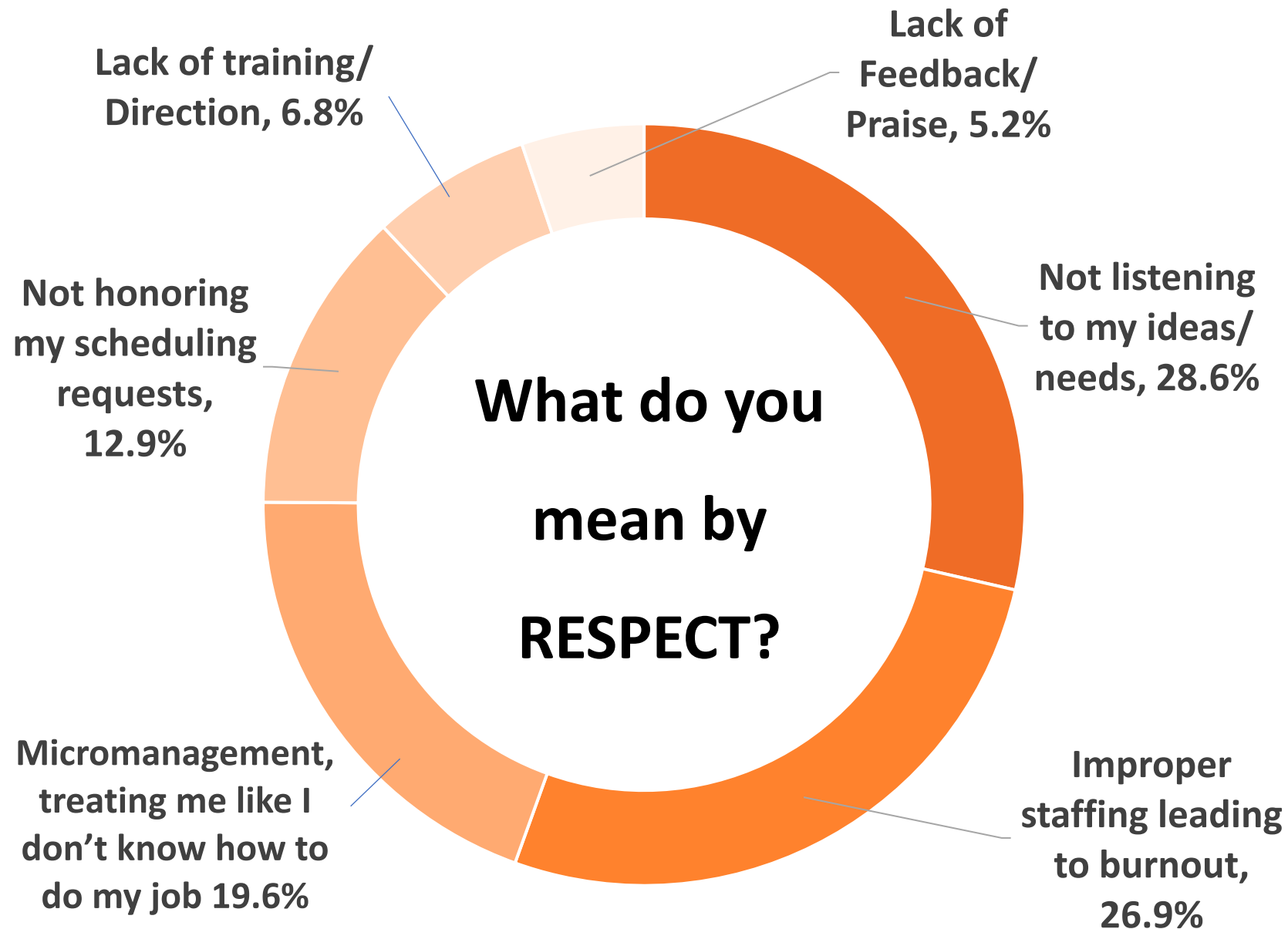
What Motivates Caregivers to QUIT an Employer?

If you (or employee) have QUIT a job(s) in a senior care in th past, please tell us which factors contributed the most to wanting to leave?



Who is Disrespecting Me?

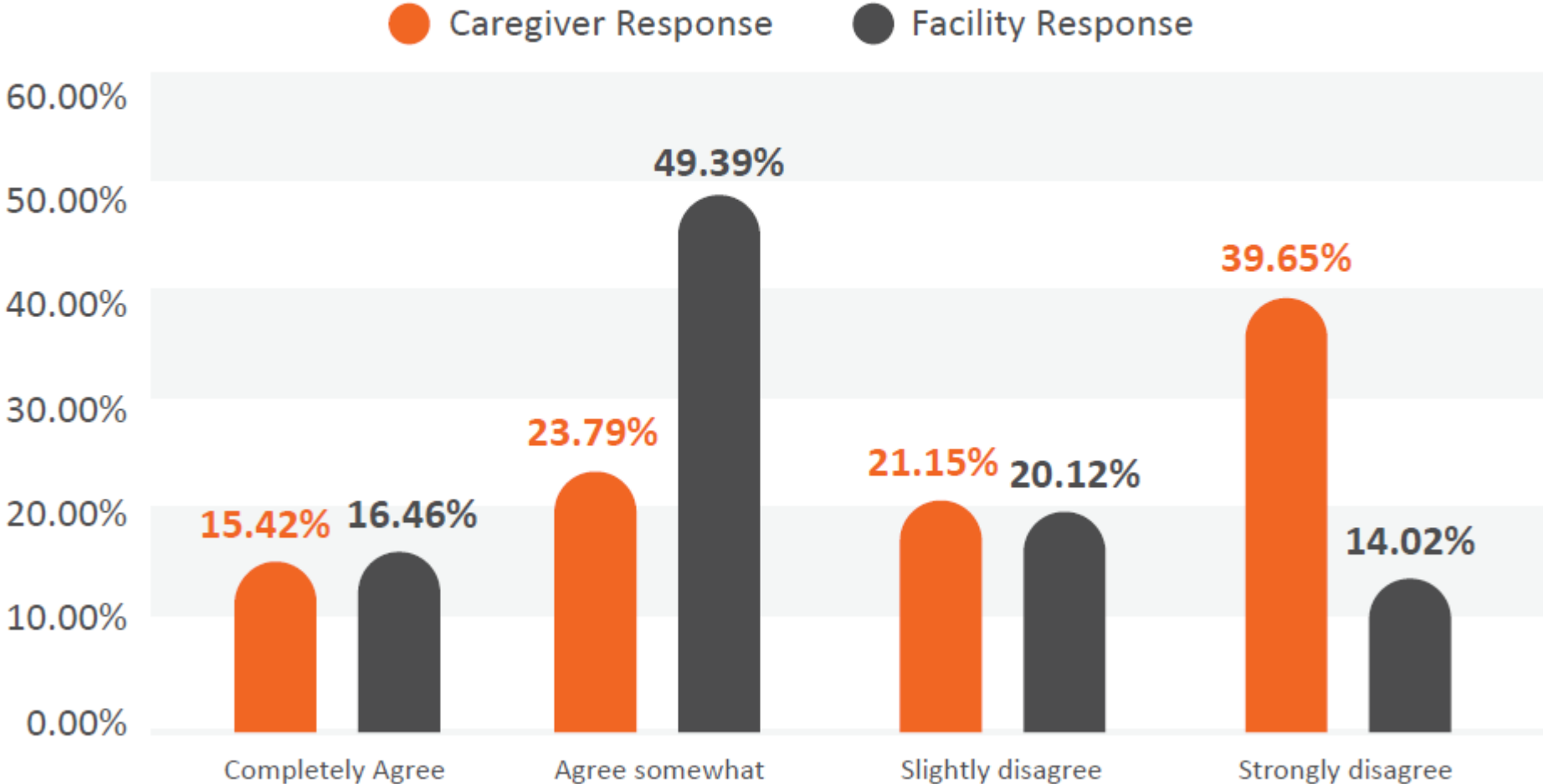




Empower through Micro-Promotions

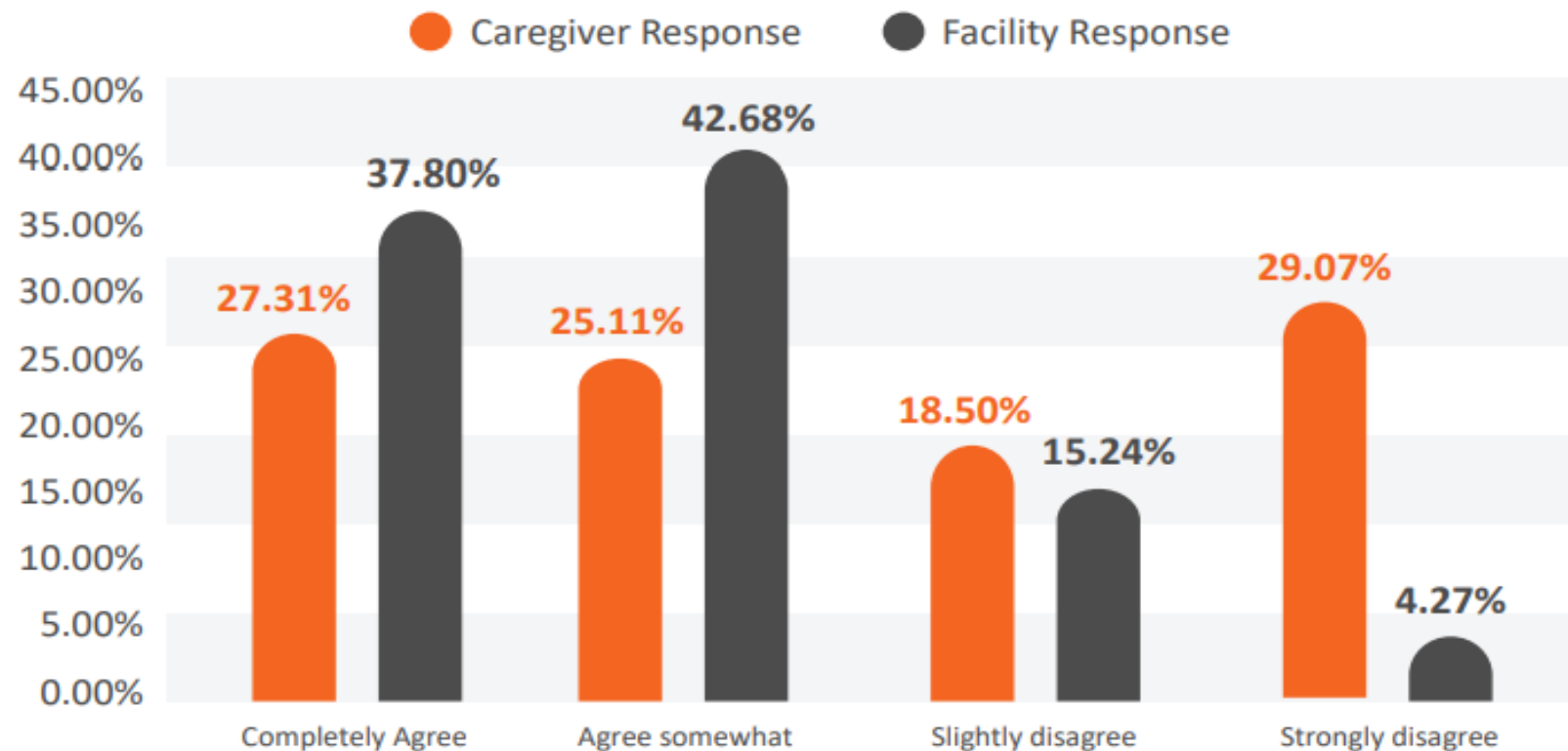
But We Have a Great Culture . . .

Agree or Disagree: “A caregiver would be willing to make 10% LESS money, if they were offered a job at a facility with a better CULTURE



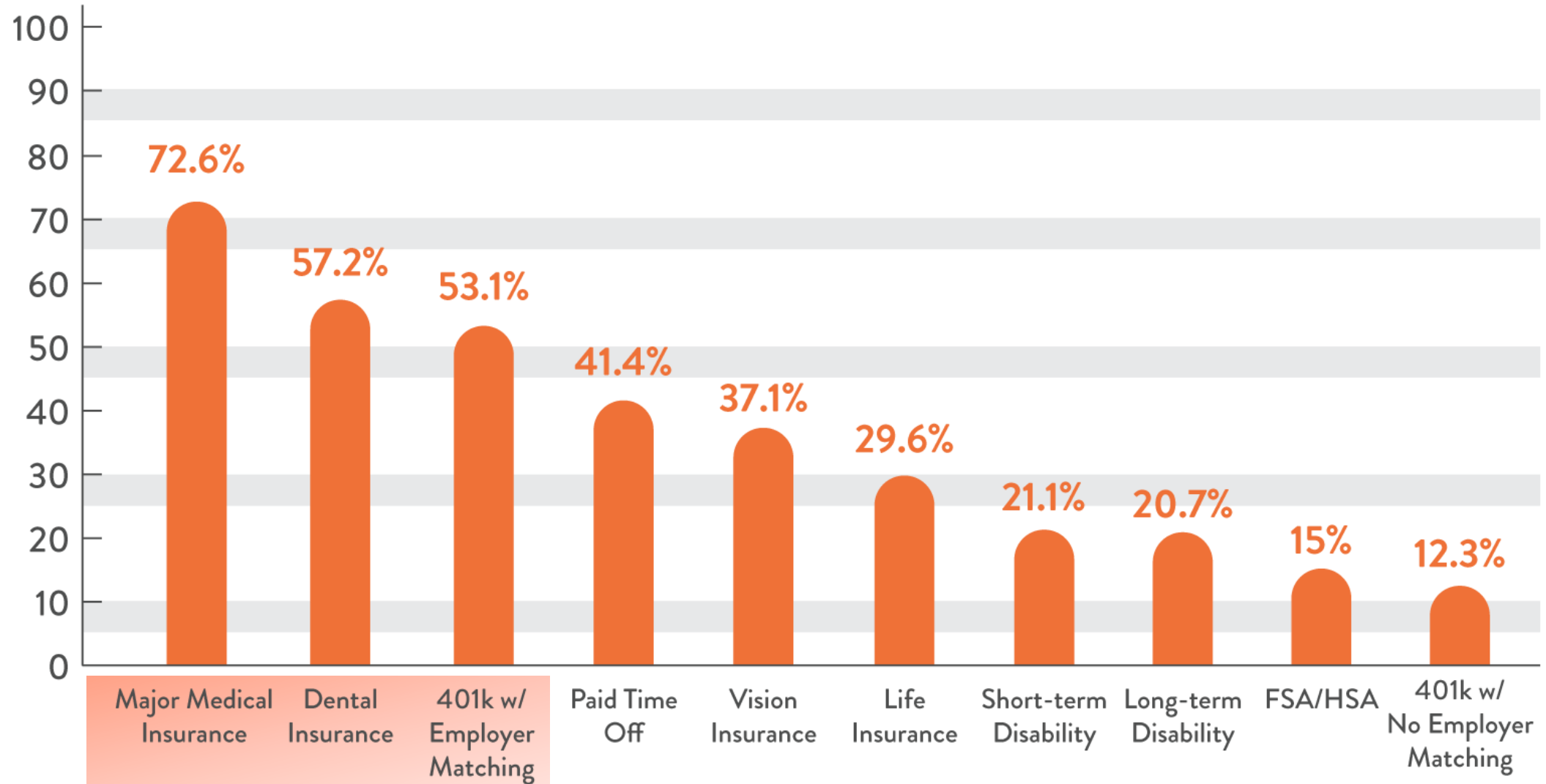
Pressure from other industries...

Agree or Disagree: "If a company NOT IN SENIOR CARE/HEALTHCARE (maybe like a Walmart, Amazon, Restaurant, typical office job) wanted to pay me (or your employees) 20% more than I (they) make now, I (they) would not be working in senior care:

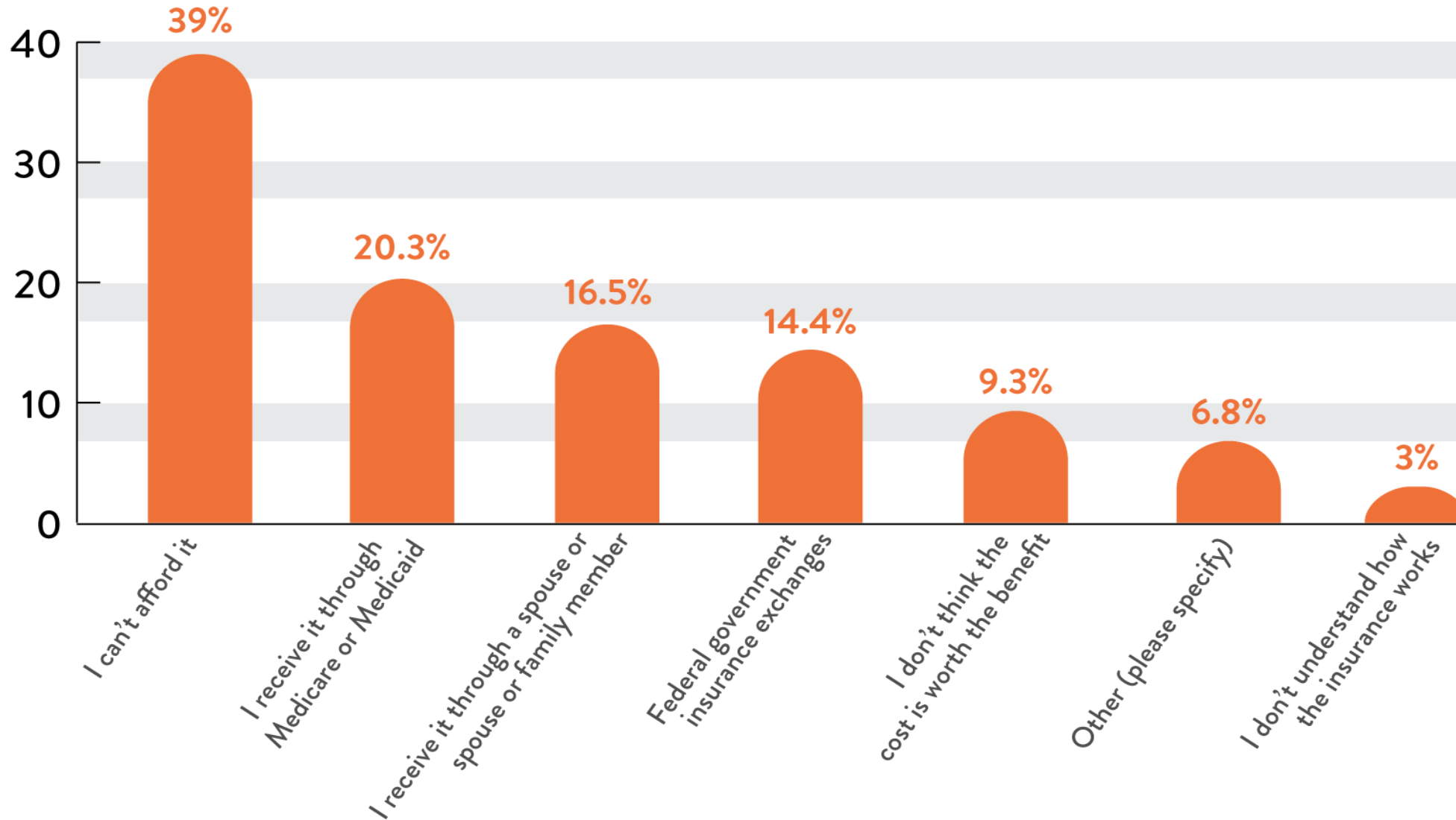


Benefits?

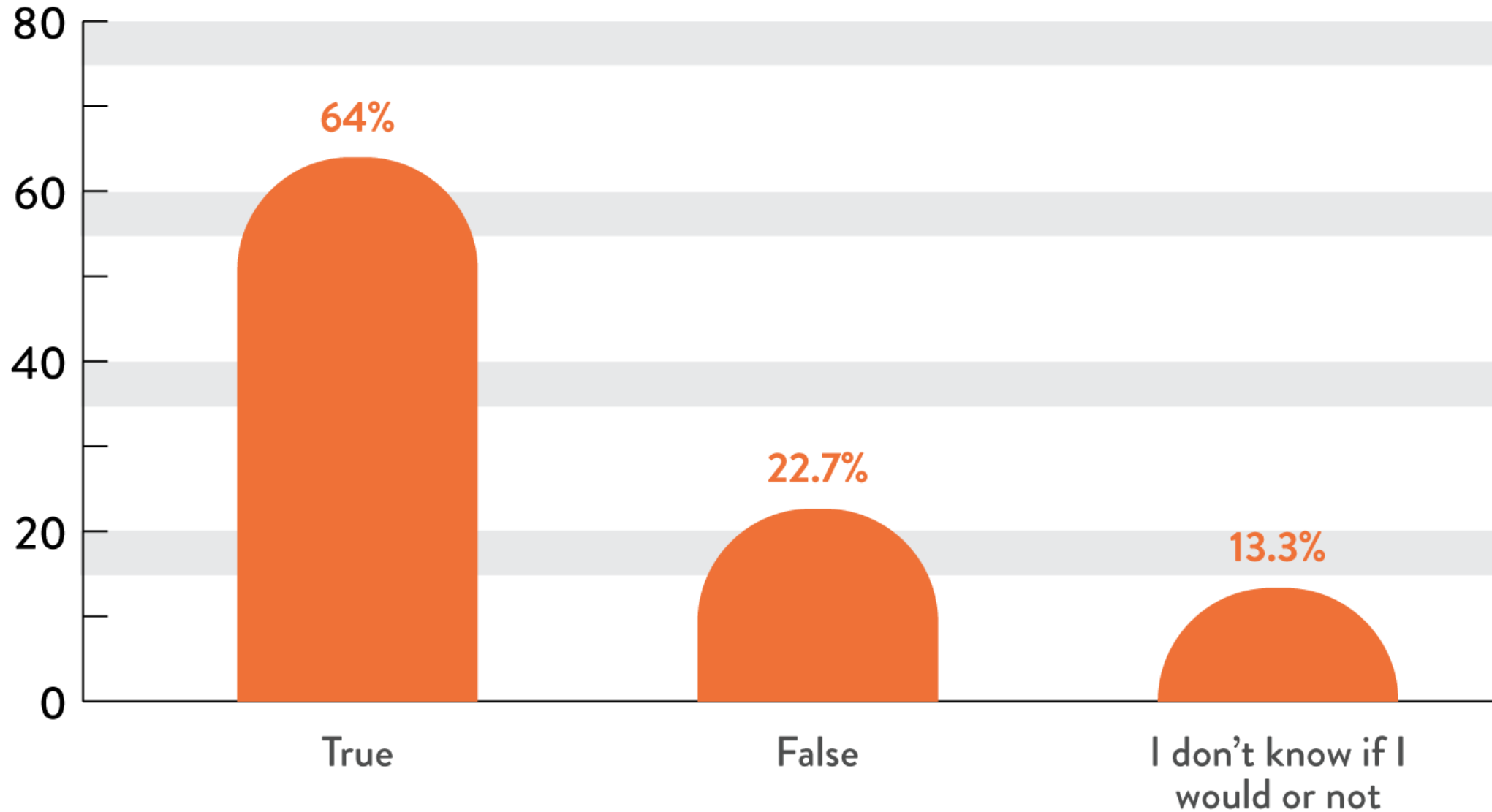
If affordable, the **THREE** most important “traditional” employee benefits are:



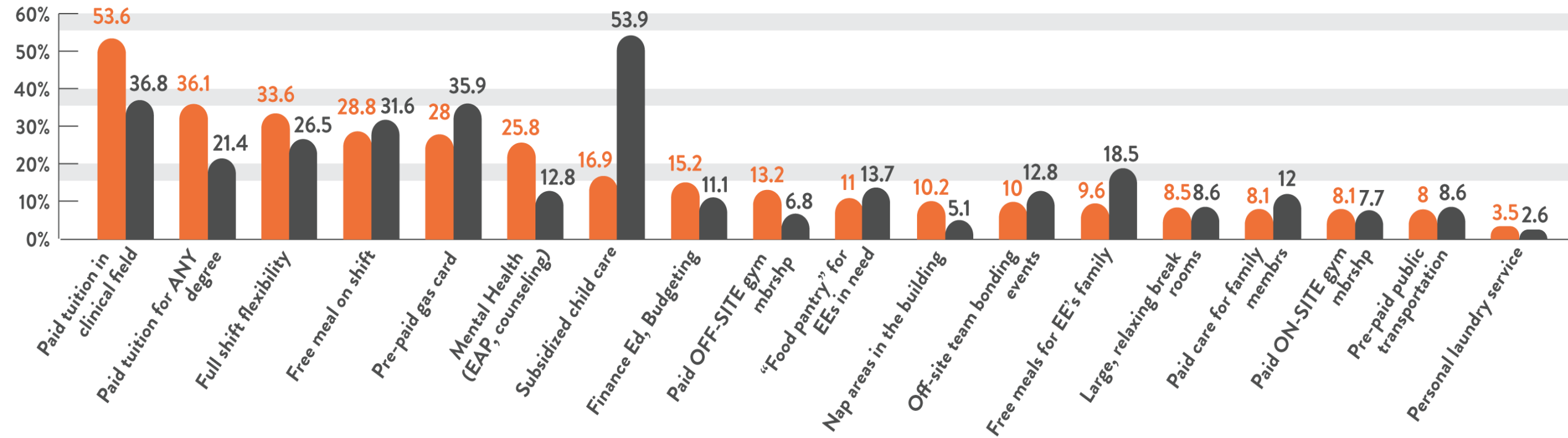
If I chose "I elect not to participate in my employer's insurance program," I chose not to because:



I would be willing to make about \$1.50 LESS per hour that I do now if it meant that my employer would cover 100% of my health insurance premium:



Of all the “non-traditional” benefits that a company could offer me, my favorites would be:



Actions/Takeaways

So, what can we do?

- Just ask! Survey/Listen to your teammates
- Culture Program Alignment
 - Respect
 - Culture not moral boosters
 - Good Pay/Good Benefits
- Micro-Promotions
- Caregivers WANT to stay

DO
YOU
CARE

K@RRE

D O Y O U K A R R E . C O M