

Building a Stronger Workforce

Pre-conference workshop

Agenda



The Landscape: Home Care Trends & Latest Insights (30 Minutes)



The Mechanics: Maximizing Job Board ROI (15 Minutes)



Creative Recruitment: The Group Lab (15 Minutes)



Retention: The "Why Stay" Factor; What We're Seeing In & Outside the Industry (15 Minutes)



Creative Retention: The Group Lab (15 Minutes)



MHHA, MissionCare Collective, Humana, & Endowment Fund Initiative, Demo, & Open Call for Enrollment (30 Minutes)

What is Your Number One Barrier to Growth as it Pertains to Workforce?

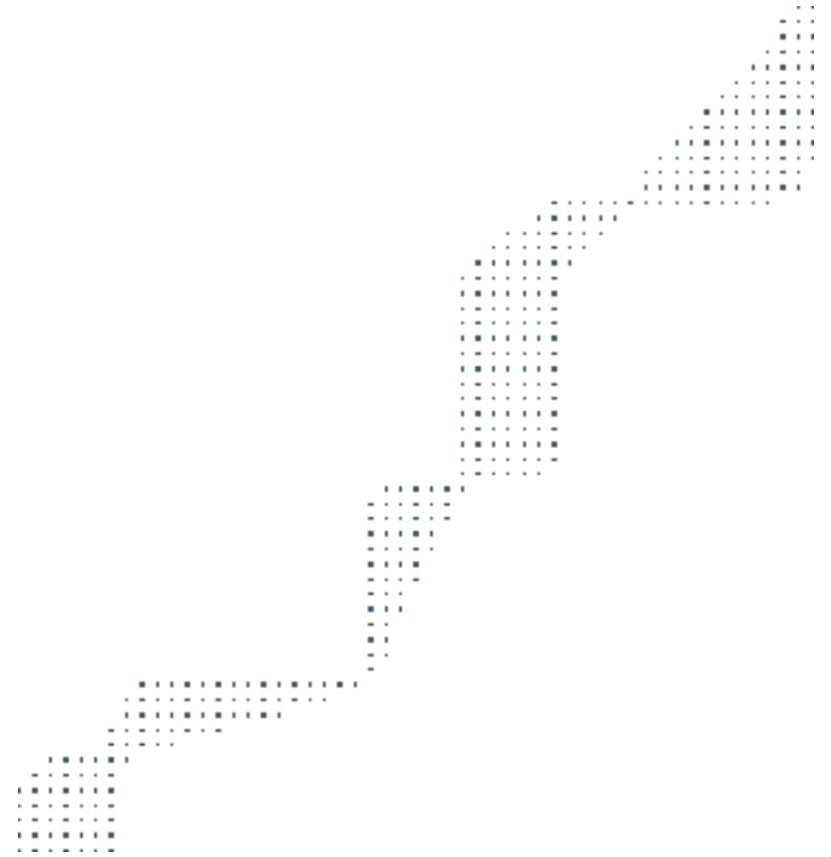
Lack of Qualified Applicants

Employee Engagement & High Burnout

Wage Pressure & Margin Constraints

High Turnover Rates

High Call-Off Rates & Schedule Instability



Workforce Action Plan

Jot down the ideas, strategies, and insights you want to bring back to your organization

Building a Stronger Workforce

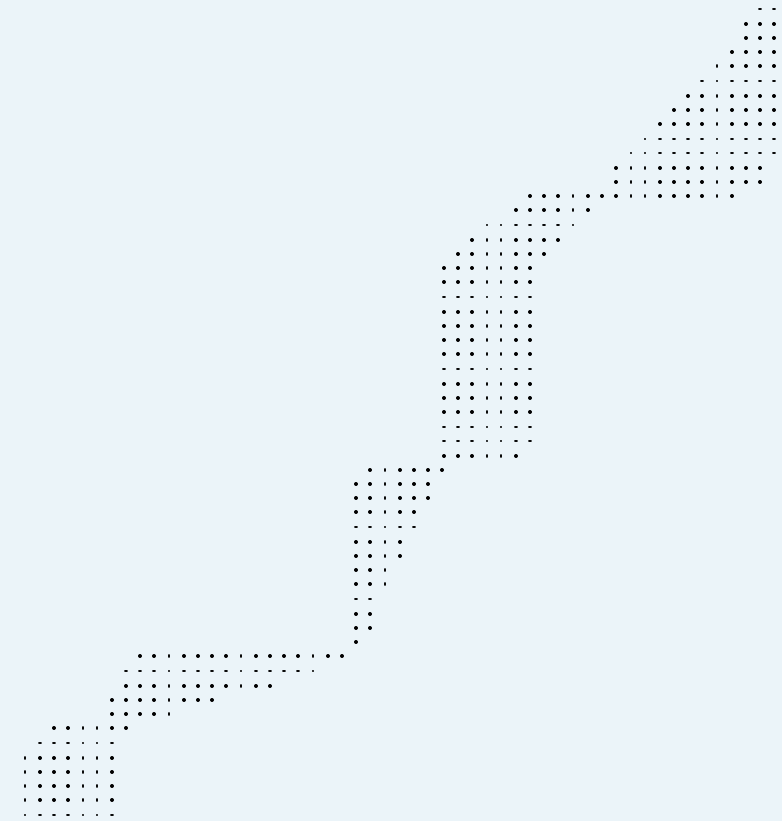
Pre-Conference Workshop | Top 10 Takeaways

Jot down the ideas, strategies, and insights you want to bring back to your organization.

#	Key Takeaway / Action Item
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

The Landscape

Home Care Trends & Latest Insights (30 Minutes)

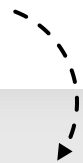


Two Studies. One Goal.

Get a pulse on the home care workforce to increase care capacity.

Nursegrid®

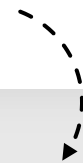
Nursegrid Study



RNs

 **myCNAjobs**
by HealthStream.

myCNAjobs Study

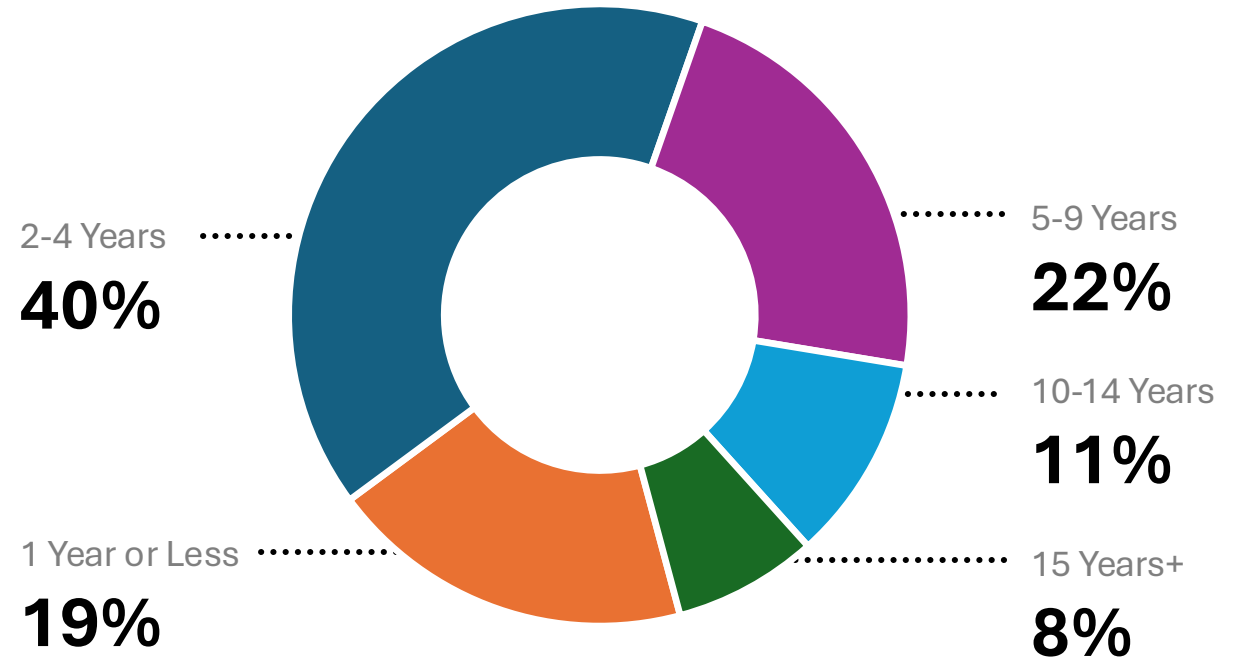


**Caregivers, CNAs,
& Home Health Aides**

Nursegrid Study

N = 374

How many years of experience do you have working as a nurse?



The RN workforce is not unwilling to join home care—

they are unaware, uncertain, and uneducated about the opportunity.



61%

of nurses are open
to new job opportunities.



17%

consider themselves familiar with home care roles.



Awareness is our biggest barrier— not interest.



Invest in awareness campaigns—videos, day-in-the-life content



Use peer storytelling from current home care RNs



Build educational content that clearly explains the roles



Host virtual career sessions and webinars

67%

of nurses did NOT learn about home care in nursing school.



- ✔ Build partnerships with nursing schools
- ✔ Offer guest lectures, rotations, or clinical placements
- ✔ Create "home care career modules" for students

Flexible schedules are perceived as the **#1 benefit of home care.**



Lead all marketing with flexibility messaging



Offer self-scheduling or shift control tools



Promote part-time and PRN opportunities



For those aware of home care roles, it was perceived as **less stressful than hospitals.**

Actions



Position home care as a burnout solution



Use messaging like "leave the chaos behind"



Target high-burnout specialties (ER, ICU)



1:1 Patient Care was the biggest motivator.

Nurses value deeper patient relationships vs. task-based care.

Actions



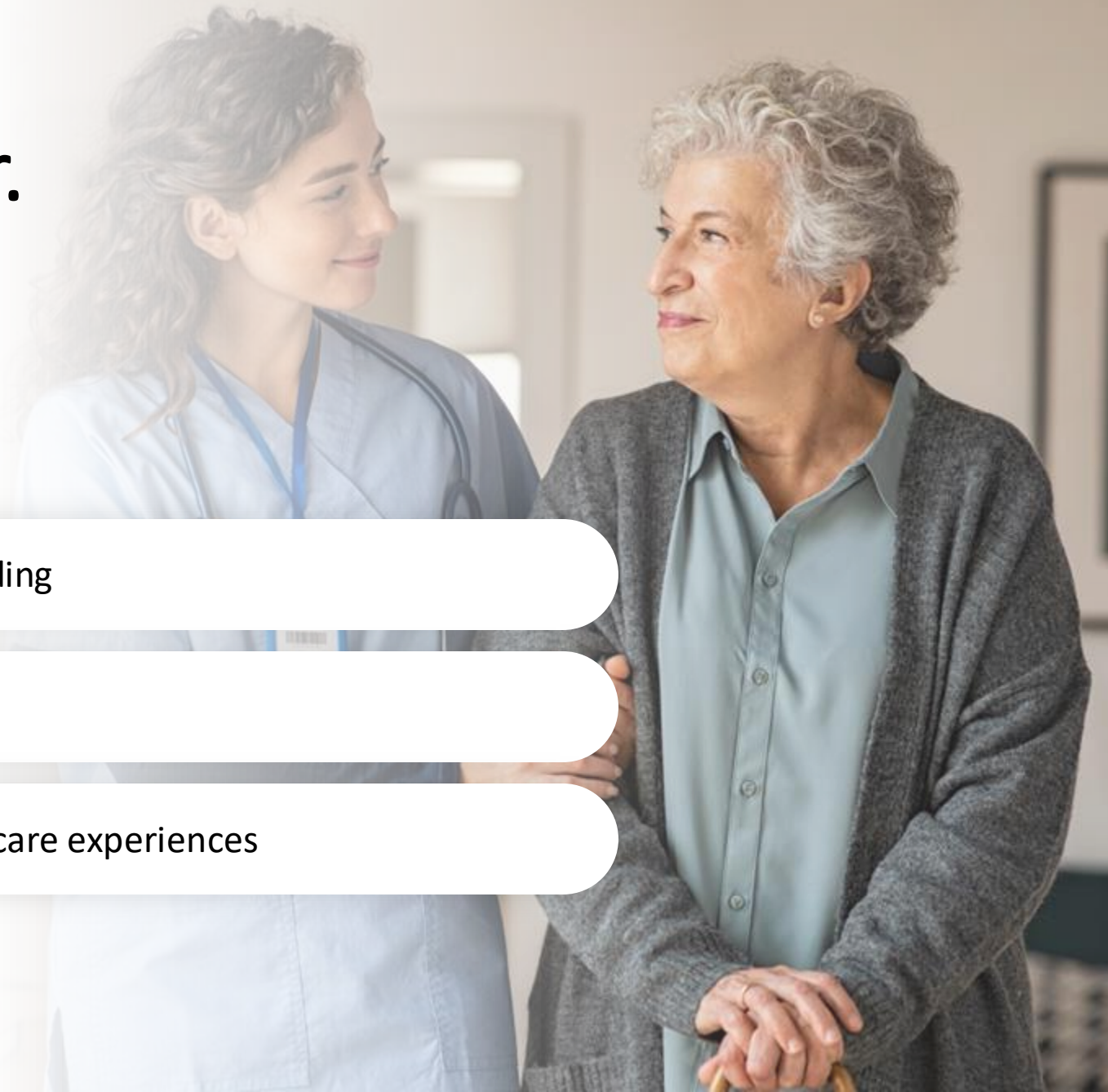
Highlight relationship-driven care in branding



Share patient impact stories



Train recruiters to emphasize meaningful care experiences



Safety concerns and lack of clinical support are the **biggest barriers.**

- ✔ Implement and market safety protocols (panic buttons, check-ins)
- ✔ Provide training on home environment safety
- ✔ Publicize safety success metrics and policies
- ✔ Offer 24/7 clinical support lines
- ✔ Build virtual care teams and supervision models



Uncertainty about workload and scheduling is a concern.



Provide clarity



Compensation perception and lack of pathways are hurting home care exploration.



Reframe total compensation around the motivation drivers that matter to nurses.



Create opportunities to keep the day job and work home care on the side.

40%

of RNs are open to home care as a side role.

And another 40% would consider it with more information without leaving their primary job.



The RN workforce is not unwilling— they are unaware, uncertain, and undereducated.



Career paths unclear

Advancement and opportunities are not visible



Supervision uncertain

Unsure about clinical resources and support



Not taught in schools

Home care absent from nursing education



Hesitation from ambiguity

Lack of clarity creates fear of the unknown

myCNAjobs Study

N = 100,000

- ✓ **Look-a-like analysis;** a way to find new people that are similar to your best existing customers.
-
- ✓ N = 100,000 most recent caregiver, CNA, & HHA job seekers

**Women still
dominate** the core
caregiver profile.



Single, economically challenged parents and one-adult households are **overrepresented.**



Sell a stability narrative, not just an open job. Treat financial pressure as a central workforce issue. Connect people to resources.



Who's looking for a job right now?



11 Lifestyle Segments

Each segment represents a unique set of motivations, constraints, and opportunities for home care.



Who's looking for a job right now?

Launching Life

Younger adults just starting out—early career, renters, building independence, figuring out finances and identity.



Who's looking for a job right now?

Gaining Traction

Young professionals gaining stability—growing income, career focus, starting to form households or long-term plans.



Who's looking for a job right now?

Establishing Foundations

**Often families or couples building stability—
homeownership, kids, routines, long-term
financial planning.**



Who's looking for a job right now?

Modest Transitions

Households navigating change—job shifts, aging, or financial pressure. Practical, budget-aware.



Who's looking for a job right now?

Studio Singles

Urban, single, often renters. Social, experience-driven, digitally engaged, convenience-oriented.



Who's looking for a job right now?

Loving Lunchables

Families with kids at home. Busy, convenience-driven, value-focused, juggling schedules.





Who's looking for a job right now?

Modest Metronites

Urban but budget-conscious. Diverse, practical, value-seeking, often renters or lower-middle income.



Who's looking for a job right now?

Balanced Budgeters

Budget-conscious households—careful spenders, value-driven.



Who's looking for a job right now?

Maturing Singles

Older singles, more settled, financially cautious, less socially driven.



Who's looking for a job right now?

Green Roots

Environmentally conscious, community-driven, values sustainability.



Who's looking for a job right now?

Solo & Switched On

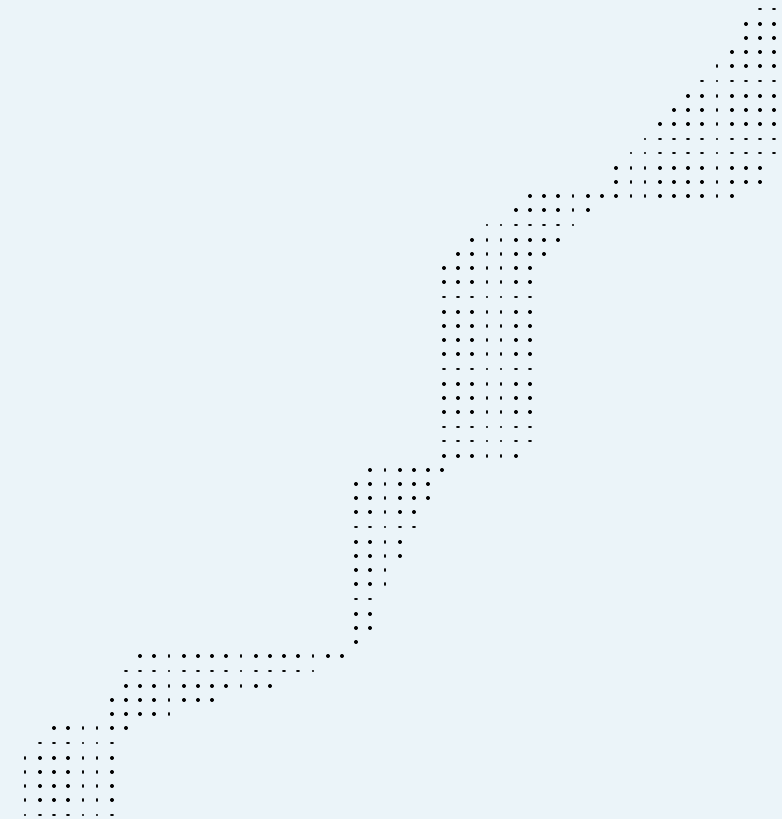
Independent singles—digitally connected, self-sufficient, often remote or flexible workers.

Each lifestyle group
represents an
**opportunity
to innovate.**



The Mechanics

Maximizing Job Board ROI (15 Minutes)



These insights are drawn from a large-scale analysis conducted with a national home care organization hiring caregivers across the U.S. (October 2025)."



Our Understanding of The Recent Indeed Shifts

Policy Shift

Indeed has been phasing out free organic traffic for job listings, especially for those posted directly by employers that already have indexed jobs. The new model prioritizes sponsored job postings [employer.gotlanded.com]. This means that if you've been relying on free visibility for your job ads on Indeed, that is likely to change or has already changed [artfullymedia.com].

Reasons for the Change

Indeed's rationale behind these changes includes improving the overall quality of job postings, reducing spam, and leveling the playing field for businesses of all sizes.

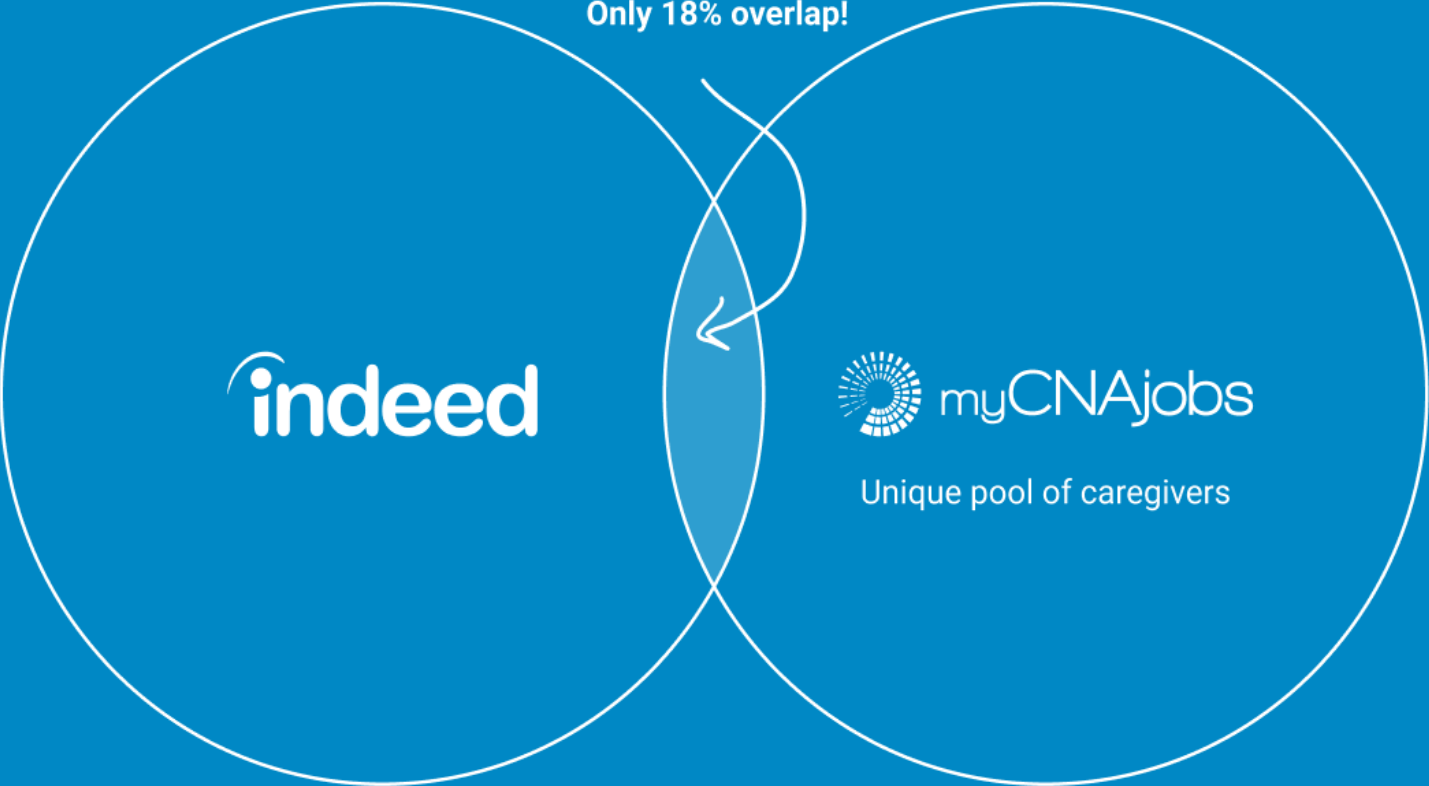
Impact on Employers and Agencies

- **Reduced Free Traffic:** Recruitment agencies and employers who previously enjoyed free organic traffic can expect this to stop, or already have [artfullymedia.com].
- **Increased Sponsorship:** To maintain visibility, employers will likely need to sponsor all jobs and drastically increase budgets to achieve the same or similar traffic flow to historic patterns
- **Data Sovereignty Concerns:** Indeed's "Single-Source Feed Policy" and push for "Indeed Apply" integrations mean the platform seeks direct access to an employer's Applicant Tracking System (ATS). This raises questions about data ownership and gives Indeed improved visibility into application activity and hiring outcomes.
- **"Walled Garden" Effect:** Relying solely on Indeed makes employers vulnerable to sudden policy or pricing changes, creating a "single-point-of-failure" for talent acquisition strategies.

Indeed is a critical player, but diversification strategies that can scale are critical (and policies and programs can change quickly)



Unique candidate pools

- 50% of caregiver applicants identified as outside profession (great for upskilling and expansion)



- More likely to identify as a caregiver (more career caregivers; committed to care)

Why people visit each platform

 myCNAjobs	 indeed
Caregiver-specific jobs & hiring events	General job search & events
Healthcare scholarships	
Training & Test Prep	
Research care companies	

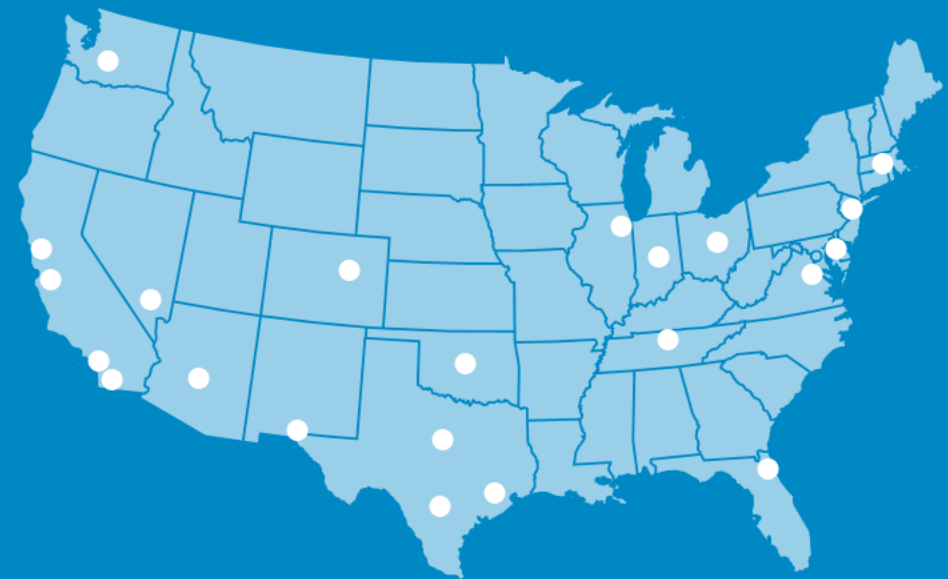
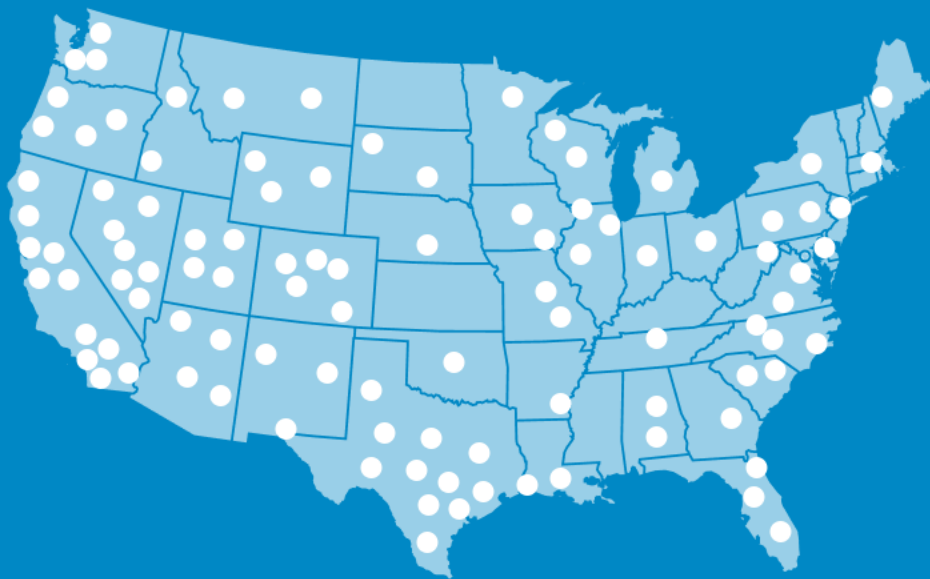
Indeed: More Volume; Higher Churn

myCNAjobs: Less Volume;
Lower Churn

Candidates from myCNAjobs are **24%** more likely to stay at 90 days compared to hires from other channels.



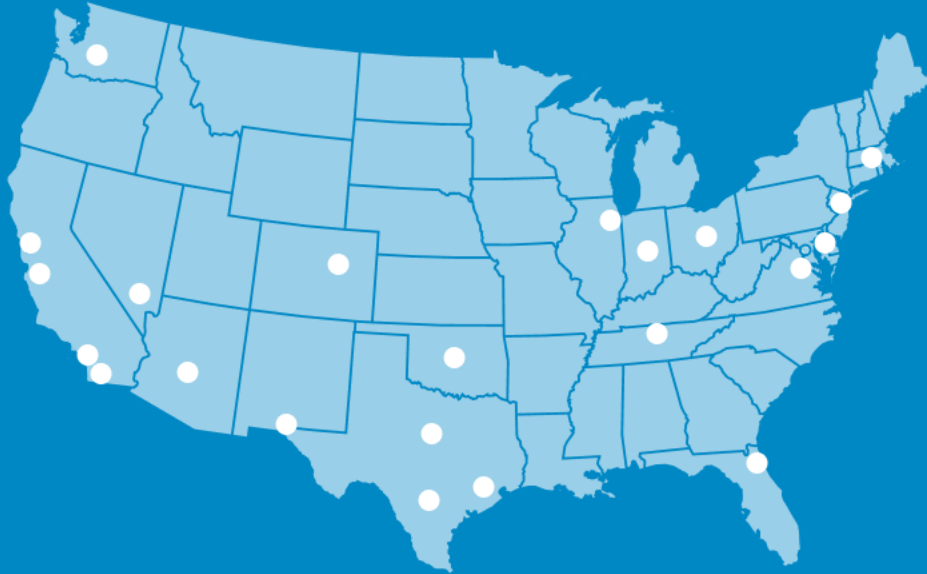
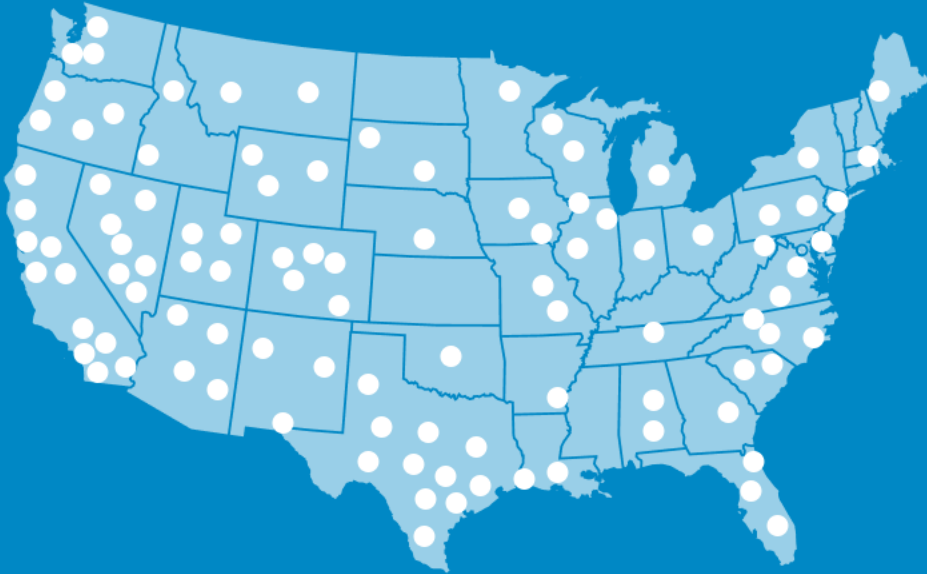
**Indeed delivers free traffic in most urban markets well.
myCNAjobs delivers traffic in 5X more cities (but doesn't have a free option).**



myCNAjobs delivers candidates in **5X more areas**,
reaching more rural and suburban markets.



Finding: In some markets, as you fund Indeed paid, free traffic can decrease.



myCNAjobs delivers candidates in **5X more areas**, reaching more rural and suburban markets.

Jobs Philosophy



Want LOTS of jobs;
caregivers only apply to
work hyper locally (ATS
programs have unlimited)

Limits organic jobs / Pay per job

The reality? You need both and what you get from each is different



Get all of the free traffic you can from Indeed – it's free and great pipeline expander.



Leverage myCNAjobs & local resources to hire people more likely to be retained and to fill critical gaps.



Job postings



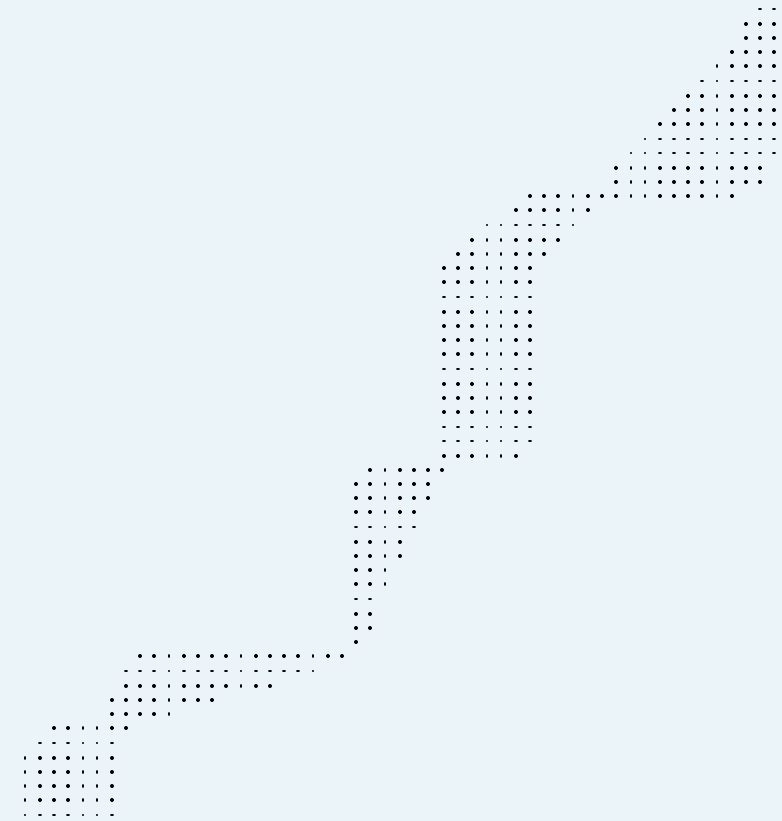
Resume marketplace



Hiring events

Creative Recruitment

The Group Lab (15 Minutes)



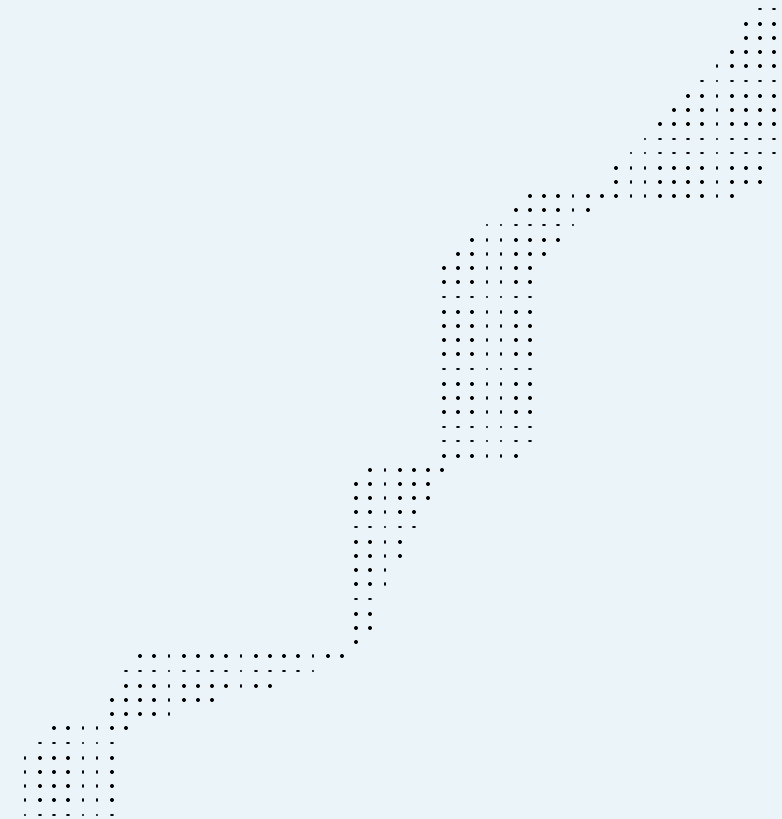
Group Lab

Break into groups and discuss!

- "What is the most 'out-there' place you've found a great caregiver (e.g., a specific coffee shop, a PTA meeting, a hobby group)?"
- "If you had to hire 5 people by Friday and couldn't use Indeed, what is the first thing you'd do?"
- "What is the 'hidden gem' perk your company offers that you aren't mentioning enough in your ads?"
- "How many minutes does it take for your team to call a new lead? Let's be honest—where is the bottleneck?"
- "Who is your 'Ideal Caregiver' persona? Are we looking for retirees, nursing students, or career-changers? How do you find them?"

Retention: The "Why Stay" Factor

What We're Seeing In & Outside the Industry (15 Minutes)



WHY DO CAREGIVERS DO THIS WORK?

CARE, CALLING, & CONNECTION

JOURNEY INTO CARE

- Childhood experiences
- Familial experience
- Love helping others; passion
- Heard about it from a friend
- Flexibility & freedom

The screenshot displays the MissionCare Collective website. At the top left is the logo, a white 'M' in a circle followed by 'MissionCare COLLECTIVE'. To the right are navigation links: 'ABOUT', 'IMPACT', 'INSIGHTS', 'STORIES', 'SPEAKERS', and 'CONTACT'. Below the navigation is a grid of ten diverse caregiver portraits. Overlaid on the center of the grid is the text 'One Voice. Many Stories.' in white. Below this text are two buttons: 'DOWNLOAD STUDY' and 'WATCH EPISODES'. At the bottom of the page, there is a 'FEATURED STORIES' section with three video thumbnails. The first thumbnail shows a man in a blue shirt with a play button and a '05:15' duration. The second shows a woman in a yellow top with a play button and a '02:27' duration. The third shows a man in an orange shirt with a play button and a '03:53' duration. Below each thumbnail is a caption: 'The power of human connection', 'Care is a calling', and 'Ideas for Washington'. On the right side of the featured stories, there is a logo for 'HOME CARE HOPE' with the text 'National Association for Home Care & Hospice' and 'IN PARTNERSHIP WITH'.

A close-up portrait of a young woman with dark, curly hair. She is looking directly at the camera with a neutral expression. The lighting is soft, highlighting her features. The background is out of focus.

**Direct care workers are not just looking
for availability. They are looking for
connectivity.**



Culture \neq Points

It's about leaning into your workforce's "Why"

RECOGNITION

Key Study findings:

- **20%** of providers use *no monetary rewards, but a robust community-based engagement strategy with CoachUp Care*→ half boosted retention with \$0.
- **80%** added rewards, but only at \$3/employee and less than half was cashed in - **70% improved retention.**

Rewards is part of a broader strategy. If you reward for paying people to show up, you pay more over time. If you build culture and community, your team stays because of YOU and a small incentive goes a long way.

COACHUP  CARE



Retention In Care
Isn't About Rewards.
It's About Belonging

Educate your team
of your company's
WHY



Mission Meetings



PROGRAM

A home care staffing provider implemented week one “mission meetings” with a senior leader to build connections and drive home the mission of the organization and how it ties to the day-to-day of the employee's efforts.



RESULT

Increased 90-day retention 10%+.



Purpose



PROGRAM

Chick-fila values aren't just on the cork board in the break room.



RESULT

Lower turnover and higher profit margin restaurant chain than competitors.



CONNECTION

Company Level Strategy

Build TRUE connections with your team and engage new hires immediately, immersing them in your culture.



Listen to Your Team. Create an environment where your employees feel heard and spot early burnout.



Buddy Program



PROGRAM

A small private-pay home care agency in Georgia (less than 40-50 employees) implemented a “buddy program” alongside a weekly manager check-in. The buddy would check in with the new employee a couple of times per week during the first month and the manager would check in weekly during the first 90 days.



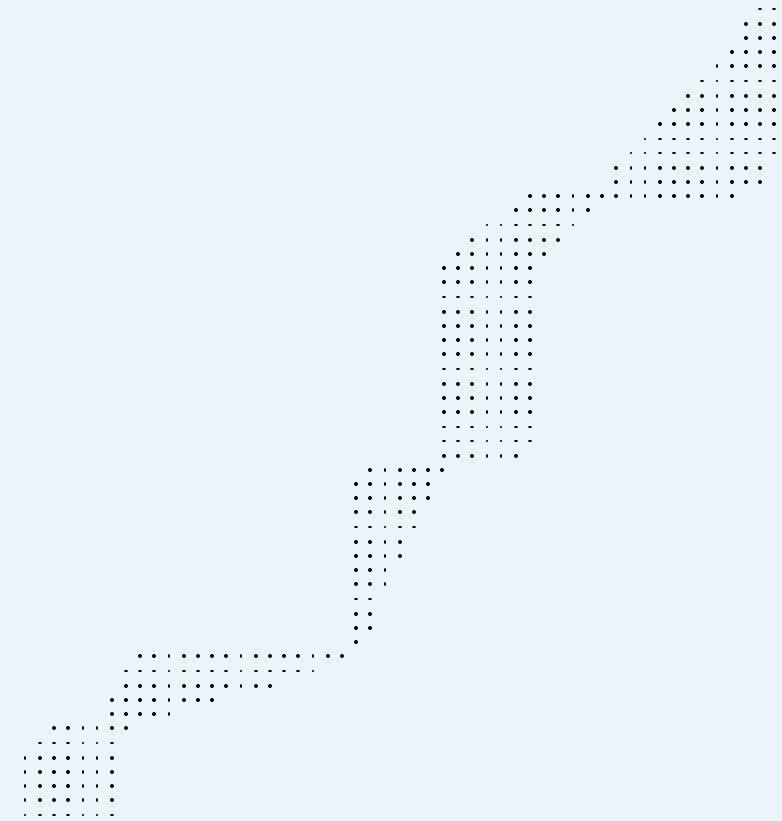
RESULT

50% drop in 30-day quits.



Creative Retention

The Group Lab (15 Minutes)



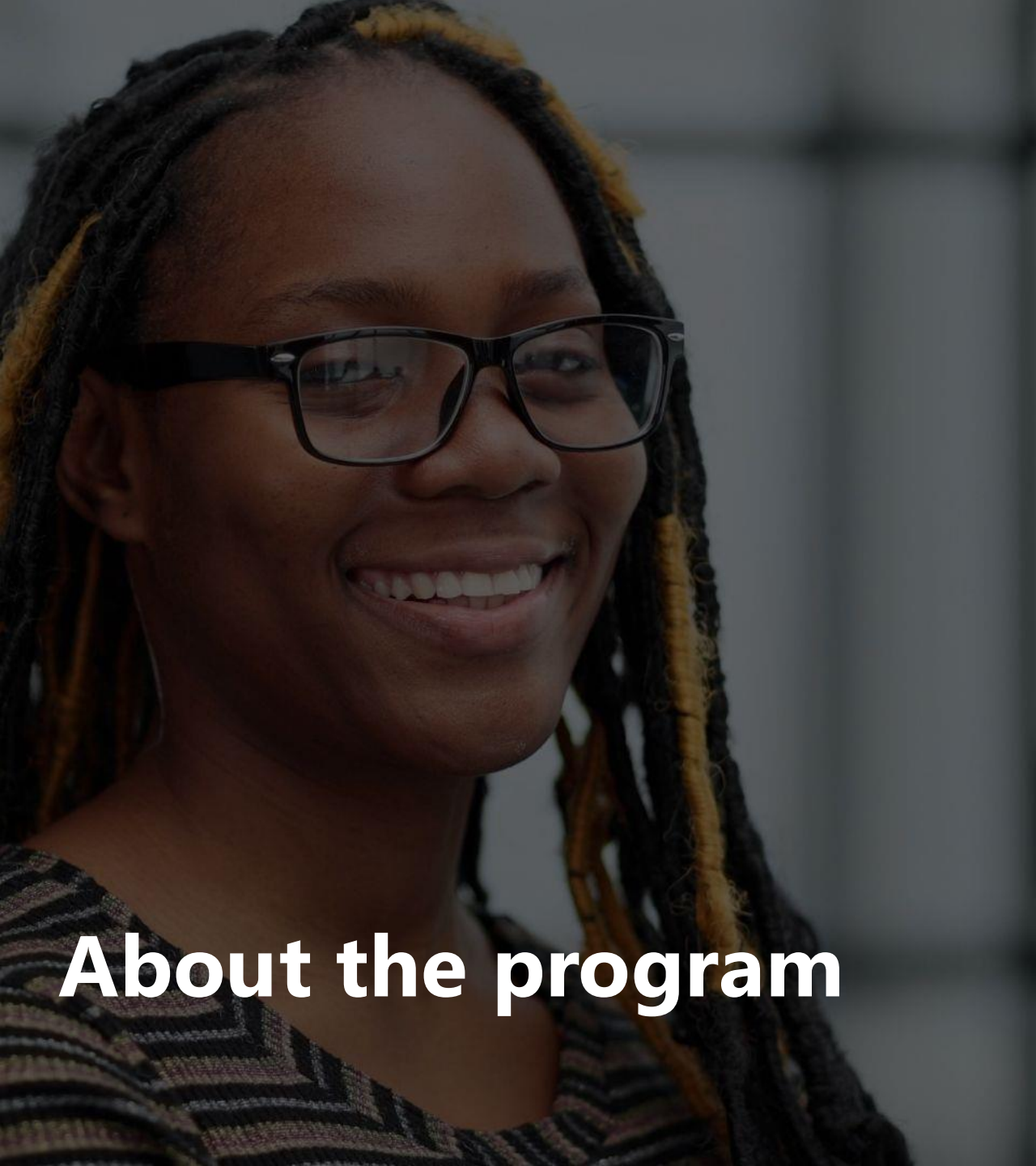
Group Lab

Break into groups and discuss!

- "What was the last reason a 'rockstar' employee gave for leaving, and could we have prevented it with \$50 or 5 minutes of time?"
- "How are you celebrating 'micro-wins' (e.g., a caregiver navigating a difficult dementia case) beyond just a paycheck?"
- "What does your 'Stay Interview' look like? (Or do you only find out things are wrong during Exit Interviews?)"
- "If your caregivers were a sports team, who is the 'Coach' they actually go to when they're stressed? Is it you, or a peer?"



Michigan Workforce Program: Demo & Enrollment (30 Minutes)



About the program

About the Program (5 Slots Remaining)

- MHA's commitment to the State of Michigan
- About the Grant
- What it includes
 - Access to CoachUp Care, engagement and retention framework between now and September 30, 2027.
 - Additional workforce SDOH funding through the platform: Includes \$2,000 in Uber Transportation Credit for Employees
 - Access to provide in “think tanks” collaboratively across providers to drive outcomes
- Built for companies that
 - Are focused on improving retention
 - That want to innovate and try something new, operationalizing the adoption of a new technology

Innovation in home care isn't
just about technology—

*it's about rethinking how we solve problems that truly
motivate people and move them to where we want them
to be.*



Josh Fontaine
Senior Manager



Connect on LinkedIn