

In-Home Care Newsletter

CARE Series | Issue 1

One of the primary difficulties confronting the **In-Home Care** industry is the chronic shortage of desirable caregivers. In many instances, this leads to the hiring of suboptimal individuals who prove, in a relatively short period of time, to be less than effective, and possibly even detrimental to the business (reputation, lack of client satisfaction, tardiness, etc.). Most of these ill-qualified individuals will find alternative sources of employment sooner rather than later, leaving you, the employer, seeking yet another caregiver, rather than allotting that same time and effort to the procurement of additional clients.

As the leading provider of risk management services for the **In-Home Care** industry, we are constantly striving to develop new tools and services that will assist you in improving your business.

The first tool that we will elaborate on is our [Caregiver Aptitude & Readiness Evaluation \(CARE\)](#). Our new **CARE** tool will help you identify the best suited candidates from the ever-decreasing pool of potential caregivers. **CARE** has been in development, validation and subsequent testing for the past two years.

Rather than generate a tool that simply indicates whether a prospective employee is suitable or not, our assessment will provide you with feedback across multiple behavioral, trait, psychological and biographical areas and the respective candidate's score across these dimensions. *In addition, our report will provide you with some sample questions that we believe will assist you in teasing out relevant critical aspects of the interviewee that were highlighted by the assessment and that may be of concern to you.*

As part of the process of developing this tool, we conducted a study to determine the cost of turnover. The feedback we obtained ranged from around \$1,200 per employee (on the low end) to \$3,500 per employee (on the high end). These numbers did not factor in the opportunity cost of the time taken to search for new hires instead of securing new clients.

To determine your individual cost of turnover, please visit the [In-Home Care Loss Control](#) section on our website and enter your information in our “**Cost of Employee Turnover**” calculator.

The **CARE** assessment for our existing clients is \$25.00; therefore, you would only need to see a reduction of 1 bad hire out of 48 potential candidates to break even on

the low end of the cost spectrum. We also expect, on average, to see a 20% overall reduction in turnover.

Furthermore, our pilot study has shown a significant reduction in workers' compensation claims between the candidates who the test determined are the most capable for the job of caregiver, and those who tested into the second tier. (No employees were hired who scored in the less desirable third category.)

[CARE Enrollment Form](#)

*If you would like an effective method for hiring better caregivers, please contact your representative at **SilverStone Group** for more information on CARE.*