

CarePro.io

CAREGIVER RECRUITMENT ENGINE™



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Hi, my name is **Wendell Scott** and I help **Home Care Agencies** who are experiencing high caregiver turnover rates, have trouble coordinating client care and feel frustrated with their team to easily increase efficiency and scale their Home Care business.

This **Caregiver Recruitment Engine™** will help you develop a system to easily attract & hire caregivers (*aka a repeatable system for recruiting quality staff*), so you can organize your process, reliably recruit new caregivers and efficiently scale your home care team.

The end result:
**Hire motivated direct support staff..
Faster than ever.**

In a way you'll be able to worry less about hiring, and more delivering the highest quality of care to take your business to a **whole new level..**

— Wendell

EASY TO BUILD, AMAZING RESULTS

I want to show you how to build a high-converting **Caregiver Acquisition Engine™** that doesn't take forever to execute and drives in repeatable results.

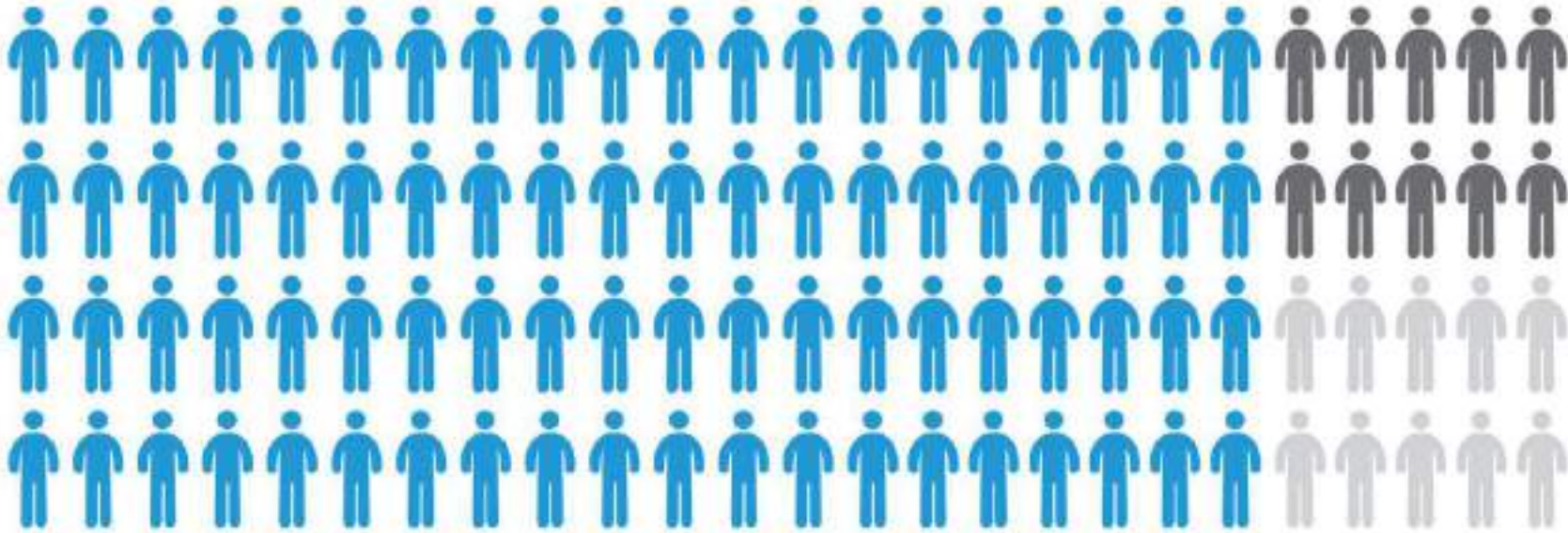
One that prevents you from having to scramble last minute to find coverage because you're short staffed.

One that makes sure your best workers don't get burnt out and quit.

If you're on-call 24/7 because your company is short staffed... you're definitely doing it wrong!

If you want to attract high quality caregivers, you need to be continually hiring, and filtering through a large pool of qualified job candidates. This guide will show you how to optimize that process.

10-10-80



**THE REAL
OPPORTUNITY
IS IN**

90%

**OF THE
PEOPLE**

A management concept called the **80-10-10 principle** simply states that **10%** of your team will be *elite-performers*, **80%** are *coachable & capable* of moving up & **10%** are *uninterested or defiant*.

In other words, the **top 10%** are people who are qualified & reliable. They rarely call out & never show up late. Best practice is to distinguish them at meetings and promote their titles within your agency to motivate & mentor the other 80% of your team!

On the other hand the **bottom 10%** of your team may not fit in either of those categories. They are people who will call out last-minute, and forget to turn in paperwork.

Unfortunately, if you're not currently receiving a steady stream of caregiver applications, then it is nearly impossible to grow your team. Let alone retain your top 10% or build a culture of care that can also foster growth and opportunities for the other 80% of your team.

The real opportunity is in **90%** of the people who will apply as you create a repeatable system to drive in new caregiver applications.

Our **Caregiver Recruitment Engine™** will help your team develop a practical process to continually drive in new caregiver applications to train & retain the **top 90% of your staff!**

CAREGIVER RECRUITMENT ENGINE™

1

AUTOMATE
JOB POSTS



2

STREAMLINE
INTERVIEWS



3

REFERRAL
PIPELINE



4

PART-TIME
POOL



5

ORGANIZE
ONBOARDING





AUTOMATE JOB POSTINGS

Automate Job Posts

The first step to creating a caregiver acquisition engine is to automate your job posts. Even if you're fully staffed, you should never stop your recruitment processes.

Instead, keep the "now hiring" digital sign on your company's internet presence, turned on 24/7.

Just because you commit to ongoing recruitment doesn't mean you have to spend hours each day with the task. Automate the system as much as possible.



Using my **Caregiver Ad Builder Formula™** as well as a strategic targeted marketing strategies, I have repeatedly created engaging ads to drive caregivers to your company's online application page to apply. Your cost per application is extremely low, and you can get a reliable stream of applicants!

:

- Make sure your company website is *mobile friendly* & can *accept online applications* - you'll get higher engagement when applicants can apply from a mobile device.
- Set a *calendar notification each week* to refresh your facebook job posting, and check Facebook Caregiver leads.
- *Designate a person to update your social media accounts* or other online job search engine postings each monthly, always plan to implement before the first of the month.
- Schedule *one social media posts per week* with a different branded image telling readers you are hiring. You can also reuse the same messaging, but rotate the images each week to maintain engagement.
- Sign up in advance for at least *three community job fairs* for the year. Get the dates in a digital calendar.
- Pass out business card whenever you see exceptional service, and make sure both your business card and FB posts *lead back to the application page URL on your website.*



2

STREAMLINE INTERVIEWS

Streamline Interviews

Managing a home care agency is hard work. Your calendar and your to-do list fill up quickly, which can mean you are scrambling or distracted for interviews with potential caregivers for your organization.

Caregiver candidates can tell when you are feeling distracted or aren't paying full attention to your time together. Bust this bad habit by replacing it with a better one: streamline your interview process.

Batch working is an excellent way to keep your weekly tasks manageable and productive. Using **My Strategic Week™ Principles** so you can streamline your interview process by consistently marking off a few hours on one specific day of the week for interviews. With our websites you can automate the entire application to interview process!



- Using a Google Calendar (my favorite) be sure to block off times on your [calendar \(like this\)](#) for weekly recurring tasks. **EX:** if you block off each Tuesday from gam-noon for interviews or interview related tasks, you will create a repeatable process for reviewing applications in your inbox and scheduling a phone or in-person interviews. If you have an empty spot, use that time to review more resumes or to put more energy into your ongoing recruitment strategy.
- Having a digital calendar with time for interviews weekly can also give you confidence to pass off scheduling to your assistant or another staff member, to quickly schedule interviews on your behalf. Additionally you can setup google calendar integrations (hint hint: like CarePro ;) to automate the new caregiver activation process for your management team!



3

CREATE A REFERRAL PIPELINE

Create a Referral Pipeline

The top caregivers at your organization often know other good caregivers or individuals (birds of a feather). However, most agencies only think of a referral bonus or incentive a few times per year.

Instead, make seeking out referrals from current caregivers and family members a part of your agency's culture.

Not only will this help find great workers, but both staff are more likely to stay at your agency.



Make it a policy to reward referring caregivers when a team member they refer joins your agency and stays for at least 90 days.

- Add a "we love caregiver referrals" image on your online newsletter that goes out to clients, family members, and partners. This link should go to a page on your website that website for anyone who refers a caregiver who joins to stays for at least 90 days.
- Implement an ongoing referral reward and put out a Caregiver Referral list during all staff meetings, encouraging your current staff to jot down the names and contact information of potential new team members looking for work. Sometimes, family members of current clients could make excellent caregivers for your agency.
- Don't be afraid to approach your current caregivers, or leverage the power of social media to identify the qualities of your perfect candidates and ask for referrals to workers who would make an excellent addition to your team. Our [caregiver lead generation](#) service can drive in repeatable applicants each week!



4

PACK THE PART-TIME POOL

Pack The Part-Time (& Per Diem) Pool

Caregivers don't have to work fulltime for your agency to make a serious difference in client well-being.

In fact, part-time caregivers are often more flexible, energetic, and less likely to burn out due to a work overload.

Shifting your perspective and bulking up your part-time roster of caregivers who may work another full or part time job is another way to help your full timers don't get burnt out on the job too!

The key is finding great part-time and per diem staff who have a heart for service is being flexible on shifts and offering and offer opportunities to grow within your organization.



- Older and active adults are looking for side hustles too. Retirees, teachers or those from another service industry, can be part-time gold! Find them by using targeted advertising techniques, like the ones offered at CarePro.
- Nursing students can be part-time caregivers who bring energy and new best practices to their role. Advertise with your local community college, state college, or technical school to find students looking for part-time hours.
- Depending on your size, consider developing and offering a community training program, to bring certifications in house and attract caregivers looking for a new part-time or full-time career.
- ABC - *Always Be Collecting* new applications, and setting up interviews. You never know when caregivers will leave your organization, and reliable part-timers are great when you're in a pinch and can't afford the extra overtime costs.

5

ORGANIZE ONBOARDING

Organize Onboarding

Once you have great caregivers applying and interviewing for your team, it's time to get them started off right at your agency.

Unfortunately, if your process is disorganized, then that lack of structure can reflect a poorly on the caregiver, resulting in higher probability of churn.

Much like how you are scheduling weekly interviews, you have to set up a weekly or bi-weekly recurring time for new employee orientation, employee packet, background checks, etc.

It's no wonder that many caregivers feel rushed during their onboarding. Improve your process by just 1% each New Caregiver orientation & make sure to document your training process in a SOP manual.

- Document, follow and improve your onboarding process in a Standard Operating Procedures (SOP) manual, so you can improve your system by 1% each orientation.
- Similar to your interview scheduling, choose one or two days per month as new caregiver orientation days. This way, when you extend an offer to a new caregiver, you can give them a few days to choose from for their first day of work.
- On New Caregiver Start Days set out coffee and print name tags. Have someone welcome everyone and give the first part of the training. Ensure to give (or read) TB tests, obtain background information and review the initial packets.
- You may feel tempted to onboard as you hire, especially when you are working while short-staffed. However, this disorganized approach only leads to increased turnover,



CAREGIVER AD BUILDER FORMULA™

Name:

Date:

Start with a Question
that a.) gets a 'yes' response & b.)
speaks to your ideal worker

Top 3 Benefits

Time sensitivity

Call to Action
with time sensitive benefit

Sneak URL insert

Your Care Agency
Written by - [?] - November 30, 2018 •

ATTENTION JOB-SEEKERS!
Are you looking for a rewarding full-time career?
Working in the Home Care industry for the past 19 years, we've found that the key to serving our community, is in the valuable relationships we create.
If you are someone who likes working independently, wants the flexibility of working for a family-owned & operated company, and enjoys caring for others, then McKay's Shared Living Services has an opportunity for you!!!

- ✓ Gain valuable certifications in the field.
- ✓ Work independently in a home care setting.
- ✓ Full-time employment opportunity.

Caregiver Positions are limited so APPLY NOW→ <http://bit.ly/2oiZJP7>

Apply Now For a Fast-Action Bonus
Now through the end of the Month get a \$...

CLICK HERE TO APPLY TODAY Learn More

Display Rapport
and present the opportunity

Scrambled URL

High Res. Image
Test 1 or 2 different ones

Supporting Benefit
with incomplete sentence

CAREGIVER AD BUILDER FORMULA™

Name:

Date:

EXPRESS TRAINING CHECKLIST™

Use this list to create your perfect caregiver orientation. Uses the notes section to add in your own agency-specific policies.

Notes

COMPANY INTRODUCTION

- Company Introduction
- Mission Statement
- Team Morale
- Growth Opportunities
- Caregiver Evaluation Schedule
- Company Website
- Referral Incentive Program
- Certification Requirements
- Background Check Acknowledgement
- Equal Employment Opportunity

POLICY & PROCEDURES

- Job Description
- Code of Conduct
- Office Hours
- On-Call Phone Numbers
- Scheduling
- Cancellation Policy
- Time Sheets
- Holiday's
- Time-off Requests
- Meals & Breaks
- Pay Schedule
- Direct Deposit Form
- Benefits
- Taxes & W2
- Cell Phone Policy
- No Gossip Policy

PERSONAL ACCOUNTABILITY

- Business Hierarchy
- ID Badges
- Dress Code

- Smoking Policy
- Random Drug Screening
- Gun & Weapon Policy
- Disciplinary Actions
- Safety

CLIENT CARE

- Care/Service Plan
- Skills Verification
- Reporting Injuries
- Documentation Expectations
- Dementia Care
- Falls prevention
- Complaints & Harassment
- Abuse & Neglect
- Blood Borne Pathogen Training
- Infection Control
- HIPAA Disclosure Form
- Personal Transportation Policy
- Assignment of Client
- Medication Administration Policy
- First Aid & CPR Training
- Gifts & Involvements Policy
- PRN Acknowledgement

CERTIFICATIONS & FORMS

- CPR N/A
- CNA N/A
- CRMA N/A
- HIPAA Confidentiality Agreement
- Consent to Background Check
- Employee Handbook

STRATEGIC WEEK PRINCIPLES™

1

DESIGN
YOUR
SCHEDULE

2

COMMIT
TO THE
PLAN

3

THEME
YOUR
DAYS

4

CONNECT
SCHEDULING
AUTOMATION

5

SHARE THE
CALENDAR
W/ KEY TEAM

MY STRATEGIC WEEK WORKSHEET™

You can run your week, or let your week run you! Use this worksheet to strategically design a your ideal week. First list the ingredients, prioritize key activities and then find a block time for each activity and schedule this in a google calendar.

Name: _____

Date: _____

Ingredients	Blocks	Mon	Tue	Wed	Thu	Fri	Sat	Sun
	6AM							
	7AM							
	8AM							
	9AM							
	10AM							
	11AM							
	12PM							
	1PM							
	2PM							
	3PM							
	4PM							
	5PM							
	6PM							
	7PM							
	8PM							
	9PM							
	10PM							

ROCKET REFERRAL PIPELINE™

Did you know that by having creating hidden (or public) pages on your website, you can send out emails to your staff to incentivize them to refer new employee? Or have pages on your website (no incentives) to encourage client referrals? Here's how:

Name: _____

Date: _____

Get <Bonus Gift> for every hire that stays 90-days and another <Bonus Gift> at 1-year!

Invite by Email

Friends Emails *

Email Subject *

Email Message *
<Insert Pre-Written Message>

SEND INVITES

Your invite URL to share

<http://copythis.link>

Or invite via Social Media

SHARE ON INSTAGRAM

SHARE ON FACEBOOK

POST ON LINKEDIN

TWEET ON TWITTER

Review on <Review Site>

Notes



LOAD & LAUNCH

NEXT STEPS

The ROI of giving this doc. a quick skim and then dumping it into a folder on your computer for "future reference" is zip, zero, nada.... Less than nil if it just takes up storage space on your device. :)

If you're currently NOT hiring as many Caregivers as you know you should... or get a clench in your gut every time you know your agency is short-staffed... I want you to PROMISE me you'll invest some attention here.

This could easily be the thing you and your team look back on 3 months from now when you're toasting to decreased overtime a record breaking revenue quarters.

So take some time to map out your Caregiver Recruitment Engine with some major commitments and actions that will really serve your staff & clients. At the end of the day, nothing moves forward without a quality team and that is your responsibility to make that happen.

Speaking of moving forward, do you and your home care team need a reliable way to hire more Caregivers?

If you're a Home Care Manager or Owner who maintains an agency with 0-200 employees and you're ready to get help from me personally, **book a growth session now.**

We'll hop on a call and figure out the best way to help scale your business.



[BOOK A CALL](#)