

Harnessing Technology for Staff Retention



Arlene Maxim RN HCS-C, Senior Vice President, Clinical Services, Axxess
Monika Virk MD, CEO, HOP into Homecare
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Monika Virk, MD
Founder and CEO
HOP into Homecare



Arlene Maxim, RN HCS-C
Senior Vice President, Clinical Services
Axxess



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Objectives




- ◆ Highlight opportunities for staff growth and retention using technology and the real cost of staff turnover.
- ◆ Review adult learning styles and how these can be catered to via e-learning.
- ◆ Emphasize the need for performance analytics to provide feedback, measure growth and knowledge retention.




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Current State



>20% Average vacancy rate with average turnover rate of >60%




The cost of replacing a single nurse ranges from \$40K to \$60K, emphasizing the need for better retention strategies



Inadequate Training Infrastructure
40% growth in care in the home RN jobs

"New clinicians are often unprepared for managing high-risk, high-acuity patients due to insufficient targeted training."



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What Leaders Are Saying

"The staffing shortage in hospice is a crisis, but it's not insurmountable. We have the resources and the talent to solve this problem, but it will take a concerted effort from policymakers, providers, and the community."
- President of the American Academy of Hospice and Palliative Medicine

"Encompass turned down 1,700 referrals in Q4."
- Barb Jacobsmeier, CEO, Enhabit Home Health and Hospice
\$5.1M in lost revenue

"Technology can help us bridge the gap. We can use telehealth to connect patients with providers remotely, and we can use electronic health records to improve communication and coordination of care."
- Hospice CEO, Hospice News, September 11, 2023

"The pool of available nursing talent is even smaller because nursing programs typically prioritize training clinicians for institutional settings rather than the home."
- Mark J. Tari, President and CEO, Encompass Health



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Vacancy and Turnover Rates: Texas

| Registered Nurses (RNs) | Licensed Vocational Nurses (LVNs) | Home Health Aides/Nurse Aides (HHAs/NAs/CNAs) |
|--|--|---|
| Challenges in retaining experienced nursing staff <ul style="list-style-type: none"> RNs reported median vacancy rate of 16.7% Turnover rate of 26.7% | Need for targeted retention strategies <ul style="list-style-type: none"> Vacancy rate: 20% Turnover rate from 21.7% to 30.0% | <ul style="list-style-type: none"> HHAs/NAs/CNAs experienced the highest vacancy rate of 41.7% |

41 out of the 85 responding agencies (48.2%) declined patients during 2021 for a total of 4,874 declined patients due to not having available staff to provide the necessary care.

Home health and hospice care need 528 more nursing staff in the next year to meet patient demand.

Source: 2022 HOME HEALTH & HOSPICE CARE NURSE STAFFING STUDY, Texas Center for Nursing Workforce Studies



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Staffing Triad

The diagram is a triangle with three vertices. The top vertex is labeled 'RECRUITMENT' and contains a blue circle with a handshake icon. The bottom-left vertex is labeled 'RETENTION' and contains a green circle with a magnifying glass icon. The bottom-right vertex is labeled 'ONBOARDING AND TRAINING' and contains a blue circle with a lightbulb icon. The Michigan Association for Home Care logo is in the bottom right corner.

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Technology-Based Recruitment

- Social media
- Video job descriptions
- Virtual career fairs
- Mobile optimized application process
- Video interviews
- Invest in employee referrals
- Stay updated on technology

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Technology-Based Onboarding/Training



- Pre-boarding portals
- E-learning modules
- Online communities
- Microlearning sessions
- Scenario-based simulations
- Gamification
- Performance tracking

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Technology-Based Retention

- AI and robotic process automation
- Embrace telehealth
- Video conferencing tools
- Online training
- Flexible scheduling options



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Cost of Turnover



- Financial Costs
- Operational Costs
- Recruitment and Training Costs
- Loss of Institutional Knowledge
- Decreased Employee Morale



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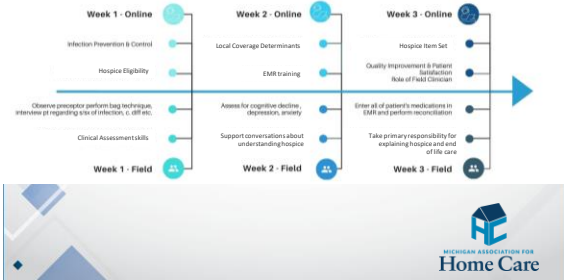
Employee Growth and Career Development

- Boosting retention and attraction
- Elevating employee morale
- Reducing turnover
- Cutting hiring costs
- Building employee credibility
- Encouraging mentoring and teamwork
- Fostering a growth culture
- Expanding career prospects



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Optimizing Orientation Programs



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Effective Adult Learner-Oriented Orientation

- Relevant content
- Diverse learning styles
- Microculture introduction
- Competency-based approach
- Tailored orientation
- Assessment and feedback



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Continued Education

- Simplify the learning process
- Develop an annual learning blueprint
- Implement a system of incremental learning sessions that are systematically distributed
- Keep track of clinician participation and completion of educational programs to ensure compliance with learning objectives



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Platforms for Orientation and Continued Education




- TalentLMS
- Coursera
- Edmodo
- Google Classroom
- Skillshare



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AI Platforms for Orientation and Continued Education

- Gamma
- Perplexity
- Vidnoz
- Landingsites
- Notionai



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What to Track?

- Engagement with content
- Assessments/quizzes
- Proficiency monitoring
- Field readiness
- Educational impact and outcome excellence



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Case Study

All newly hired clinicians for the agency were trained using a structured onboarding process and subsequently, their OASIS assessments were analyzed.

Over a period of one year, ~200+ assessments were performed by a total of 58 newly hired clinicians (RNs, PTs & OTs) from one agency with seven branches across the Eastern US.

Baseline data includes 600+ OASIS assessments performed by the agency's existing clinicians who were not trained using the same methods.

There was an **average improvement of 8%** (statistically significant) in the assessment of OASIS outcomes for new hires relative to existing clinicians.

| Category | Score |
|-------------------------|-------|
| Agency Baseline | 80 |
| Post HOP Implementation | 88 |

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Thank You

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