



WEBINAR

# HHAeXchange Partner Perspectives: Caregiver Onboarding Solutions

June 2024

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# Housekeeping

- This webinar is being recorded. **We will email the recording and slides after the session.**
- Your camera and mics are turned off.
- This session is not a training.
- Q&A at the end. Please submit your questions in the Q&A box.
- Post session survey— we'd love your feedback!



# Agenda



-  Introductions
-  Setting the Stage
-  Panel Discussion: Onboarding Journey
-  Q&A

# > Our Speakers



**Amanda Shepherd**  
Partner Manager



**Wendy St. Hilaire**  
Director of Strategic Partnerships



**Alex Oosterveen**  
Co-Founder & CEO



**Moshe Goldstein**  
Director, Sales & Partnerships



# > HHAeXchange Partner Connect



- **Value-added partner ecosystem** that enables customers to directly connect their Enterprise HHAeXchange platform via a complimentary API integration with our industry-leading solutions.
- **Empowers agencies** to enhance every aspect of their operations.





# HHAeXchange Partner Connect Program



The logos below provide a sample of our growing Partner Connect Program participants

## Caregiver Rewards



## Care Intelligence



## Earned Wage Access



## eLearning



## Health Benefits



## HR and Payroll



## Intake & Staffing



## AI Workforce Optimization



## Certified Consultants





**Alex Oosterveen**  
Co-Founder & CEO



# Caribou Rewards

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# Incentive programs are tough to get right



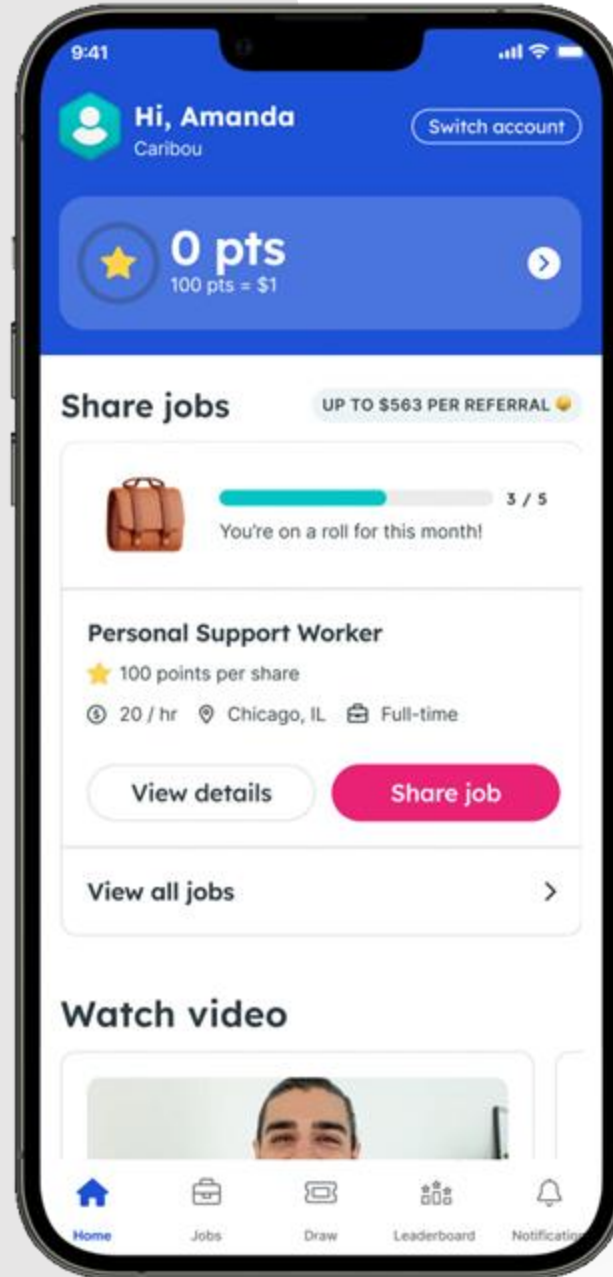
Source: Survey of 295 Care Organizations



# Maximize your staff rewards budget

## Tie rewards to:

- EVV performance
- Retention
- Staff referrals
- Increasing hours



Make **over 90%** of staff feel more appreciated

**25% staff capacity increase**

**50% EVV compliance increase**

# Learning alongside forward-thinking employers





## Wendy St. Hilaire

Director of Strategic Partnerships



# Activated Insights

Formerly HCP

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# How Money & Mission Work Together



**#1 growth**

The post-acute care industry is currently the fastest growing industry in the United States.

**94.7 million**

The population of adults aged 65 and older in the US is projected to double from 49.2 million to 94.7 million

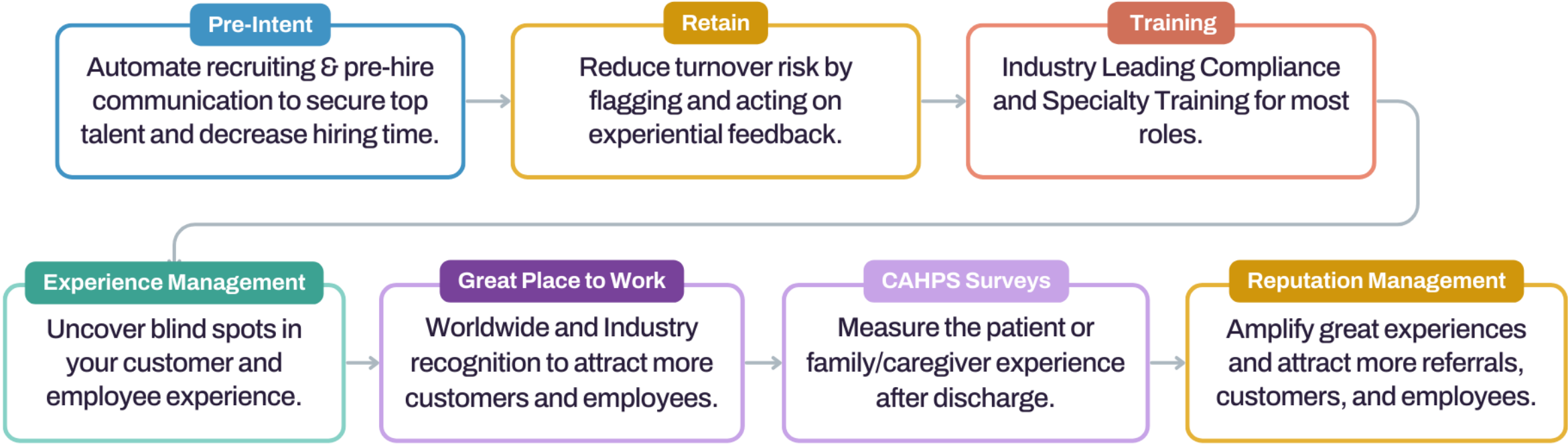
**19 million**

The number of adults aged 85 and older is expected to triple from 6.4 million to 19 million.

Not many other industries can say the same.

Source: Direct Care Workers in the United States Key Facts 2022

# Solution Synergy in the Post Acute Market





**Moshe Goldstein**  
Director, Sales & Partnerships



# Keeper

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**HHAexchange**

## Why Keeper?

Keeper is the only EWA Platform built specifically for homecare

### **Homecare centric customer service:**

We do not work with "employees"; we work with "caregivers"

No changes to payroll

### **Access to Free Transactions:**

Caregivers can opt for a gift card or a delayed transaction and avoid paying transaction fees!

### **Free Financial Wellness Program:**

Caregivers have 24/7 access to our financial wellness program, which includes live coaching, webinars, and more.



## What are the benefits of EWA?

### **Recruitment:**

Caregivers are a lot more likely to accept a job offer, knowing they can start getting paid right away

### **Retention:**

Caregivers who use Keeper experience more financial flexibility and stability

### **Caregiver Engagement:**

Another platform to keep your caregivers updated with their shifts.

### **Pick-up shifts/Last-minute replacements:**

By receiving payment immediately after such a shift, we observe a 10x faster staffing for these urgent needs.

### **Increased EVV compliance:**

Keeper requires proper clock-in and clock-out actions, leading to a significant increase in EVV adoption





# Set the Stage

# Setting the Stage



## Caregiver Recruitment Challenges

- Limited Qualified Applicants
- Competitive Environment
- Loosing Qualified Candidates
- Manual Internal Process
- Language Barriers

## Caregiver Retention Challenges

- Low Compensation
- Demanding Schedules
- Limited Career Development Opportunities
- Low Employee Moral



# What's holding back a great staff onboarding experience?



# Caregiver Onboarding Journey

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# Recruitment

## Keeper Earned Wage Access (EWA)

### **VISA Stats:**

- 95% of employees want to work for an employer that offers EWA
- 89% would stay longer with such an employer
- 79% would switch to an employer that offers EWA

### **Keeper Stats**

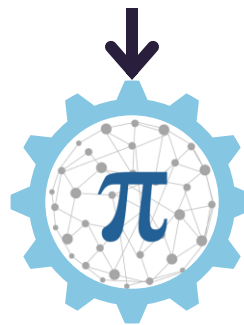
- 70% of partners are on-boarded within two weeks
- 21% increase in EVV percentage Happier
- 2.1x more candidates click on job postings
- 25% less staff turnover
- Up to 28% reduction on paper checks



# How Recruit Works




Engage candidates where they are, on the hiring platforms you already use.





Daily engagement



Automatic communication to applicants in seconds via VM, Text, and Email.

 Hi, this is Lori!  
I received your application"

 **Text Message**  
Hi Mary 🍌 I just left you a vm regarding...  
Press for more

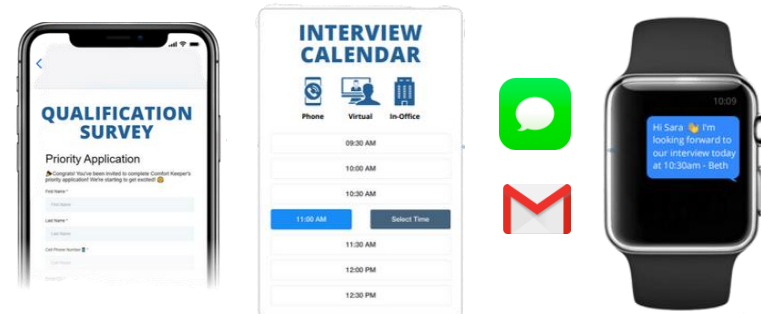
 **Email**  
SUBJECT: Hi Mary! I sent you a vm and text...

Churned Applicants (9-month drip)



Preemptively re-engage prior candidates who might be reentering the job market

Interested Applicants



Automate pre-screenings, scheduling, and appointment reminders!

Reminders  
24 hours prior  
90 minutes prior

# Communicate what makes you different

**AmeriBest Home Care**  
904 followers  
1w • 🌐

💰 Unlock bonus opportunities at AmeriBest! 🎁 From sign-on bonuses to referral rewards and more, we've got incentives to boost your income. Plus, dive into our AmeriBest Rewards program for even more perks like Caregiver of the ...more

**Does AmeriBest offer bonuses for employees?**

Play 0:54 1x 🔊 🗄

👤 Like 💬 Comment ➔ Share



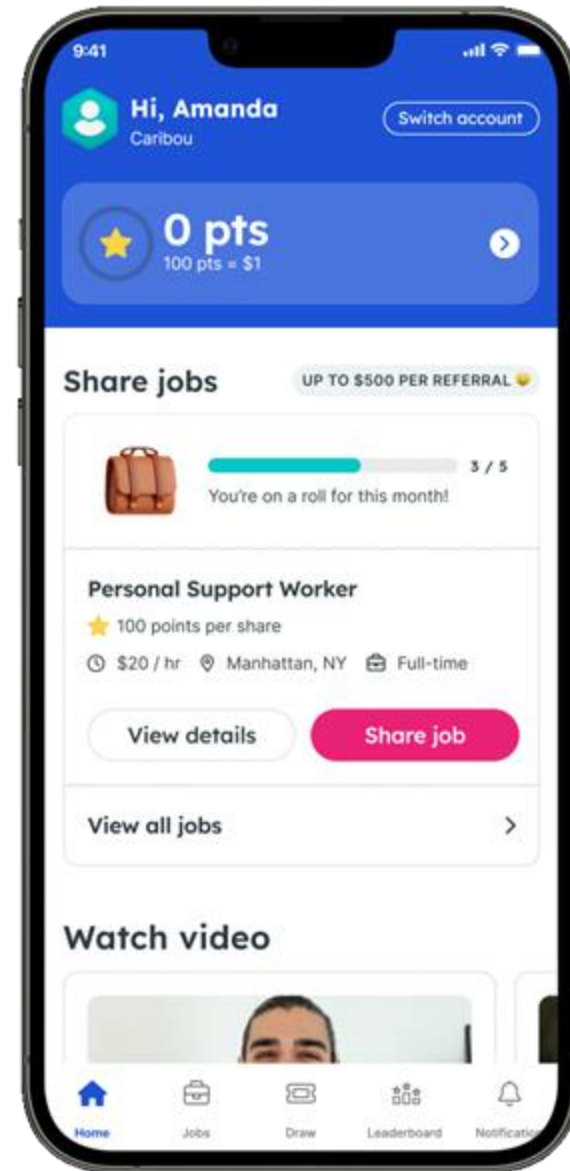


# Retention

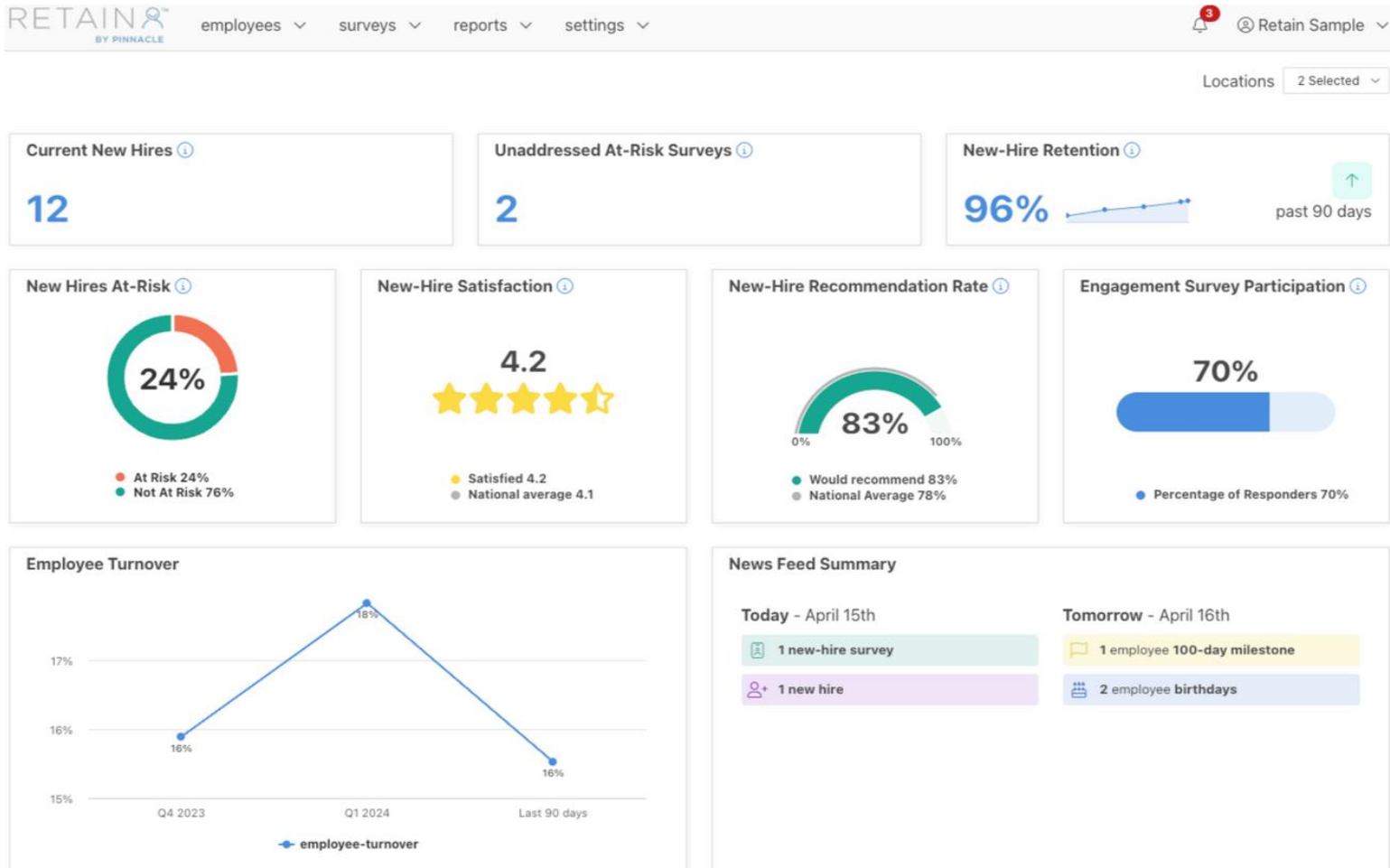
— effective onboarding at scale

1. High-touch 90-day onboarding with schedule feedback
2. Better engagement through triggered rewards, surveys, & video messages
3. Coordinator incentives tied to schedule satisfaction
4. Raffles to maximize excitement in a cost-effective way

**Retain new hires beyond 90 days**



# Staff Retention



# Earned wage access also keeps financial stress from affecting work performance.

## FINANCIAL STRAIN CAUSES:



### Stress:

Finances were reported as the number one cause of stress in 2020

**PURDUE**



### Health Concerns:

68% of employees believe that financial issues are impacting their health

**VISA**



### Absenteeism:

Financially stressed employees use more sick leave and are absent from work more often

**Entrepreneur**



### Distraction:

84% of employees spend time at work dealing with personal finances

**VISA**



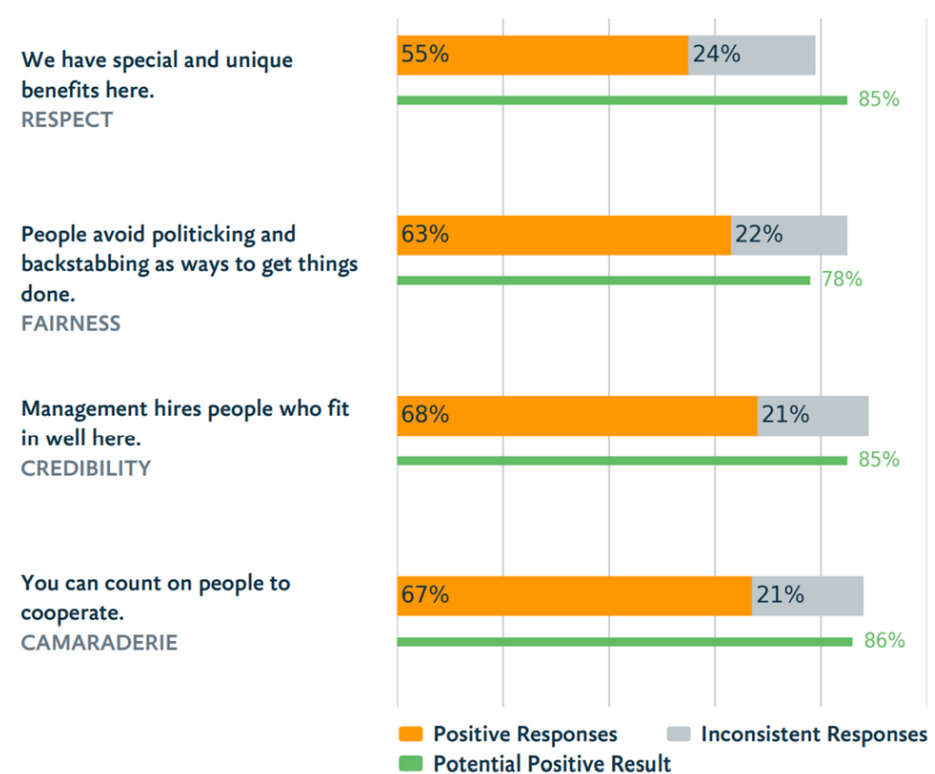
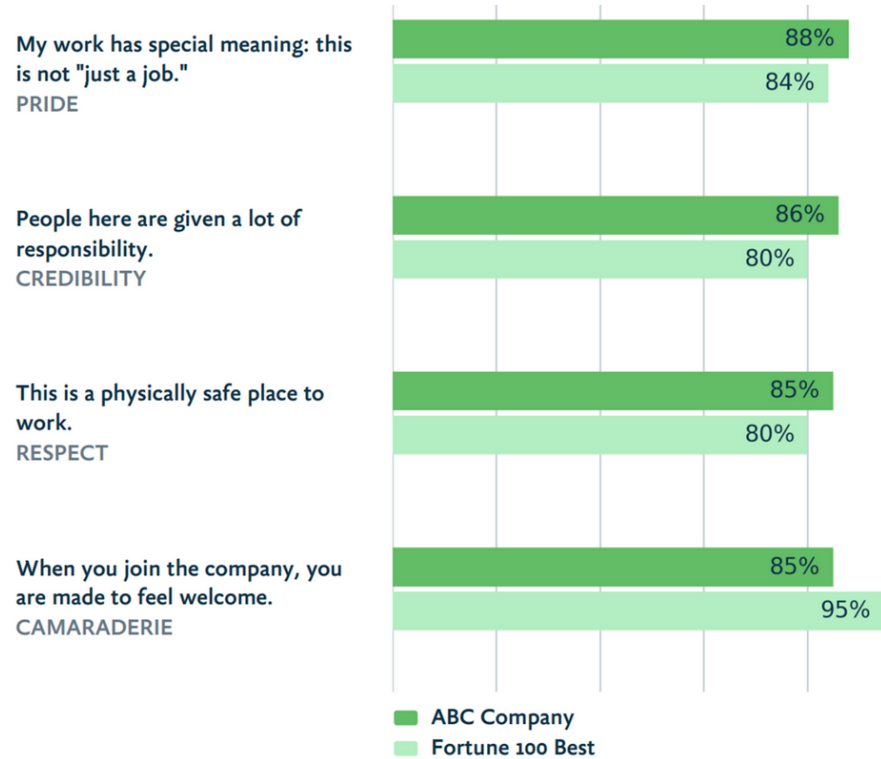
# Referrals

# Employee Journey

## Make A Great Place To Work

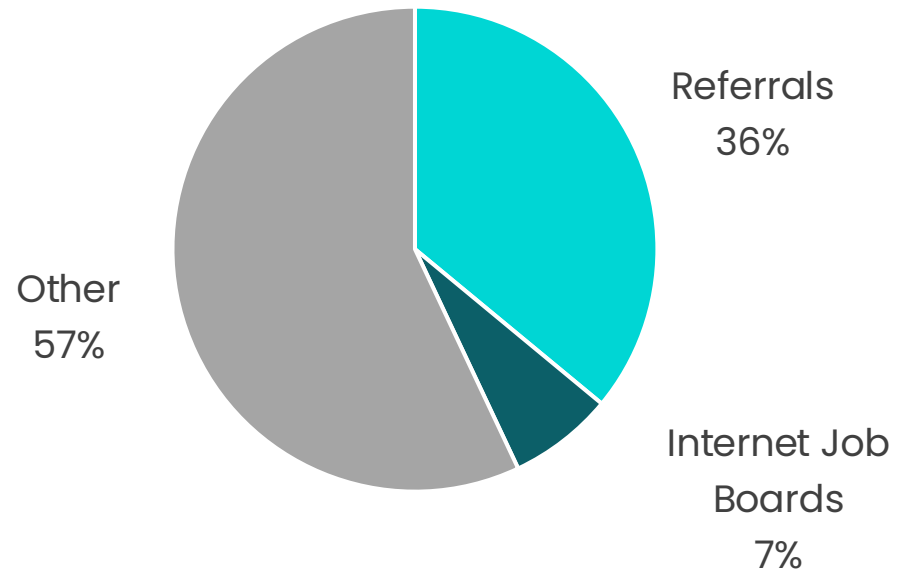
Great Place To Work<sup>®</sup>

Certified 2022 USA<sup>™</sup>



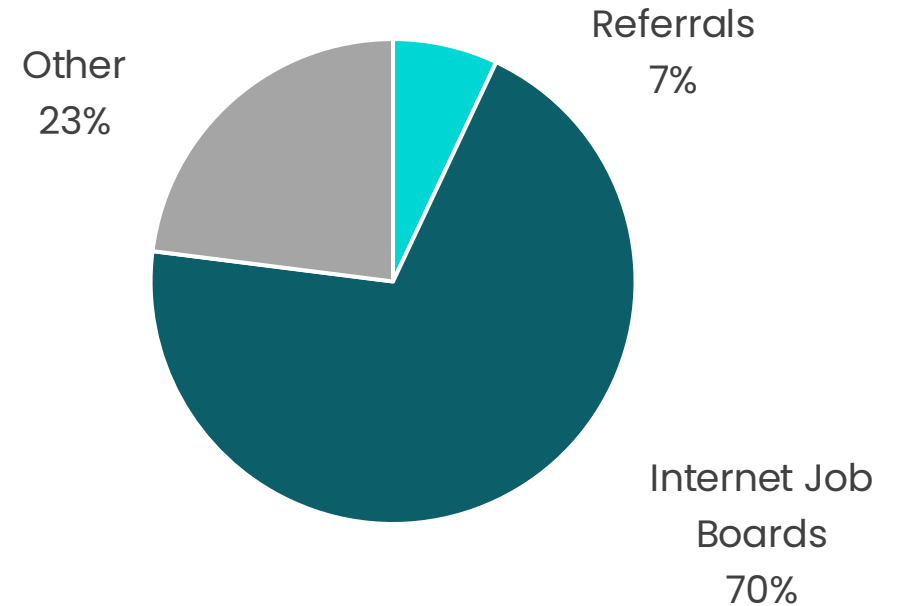
# Referrals are the untapped source of talent

## Source of top performers



Source: Survey of 295 Care Organizations

## Source of new recruits



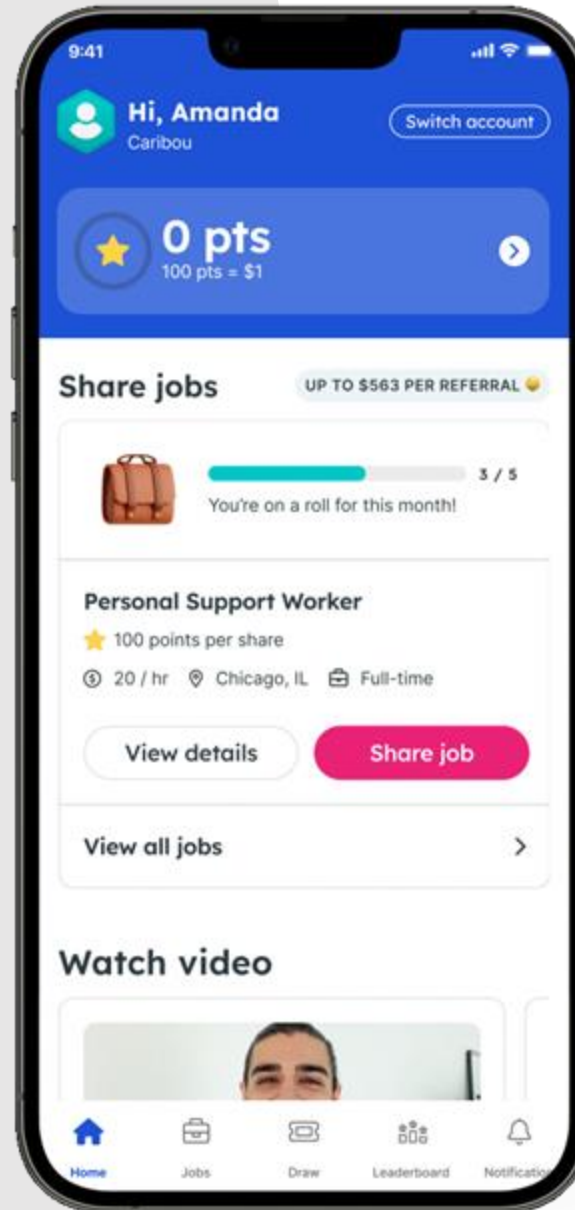
# Incentive programs are tough to get right



Source: Survey of 295 Care Organizations



# Drive more staff referrals



Reward effort & results

Make it easy

Automate oversight

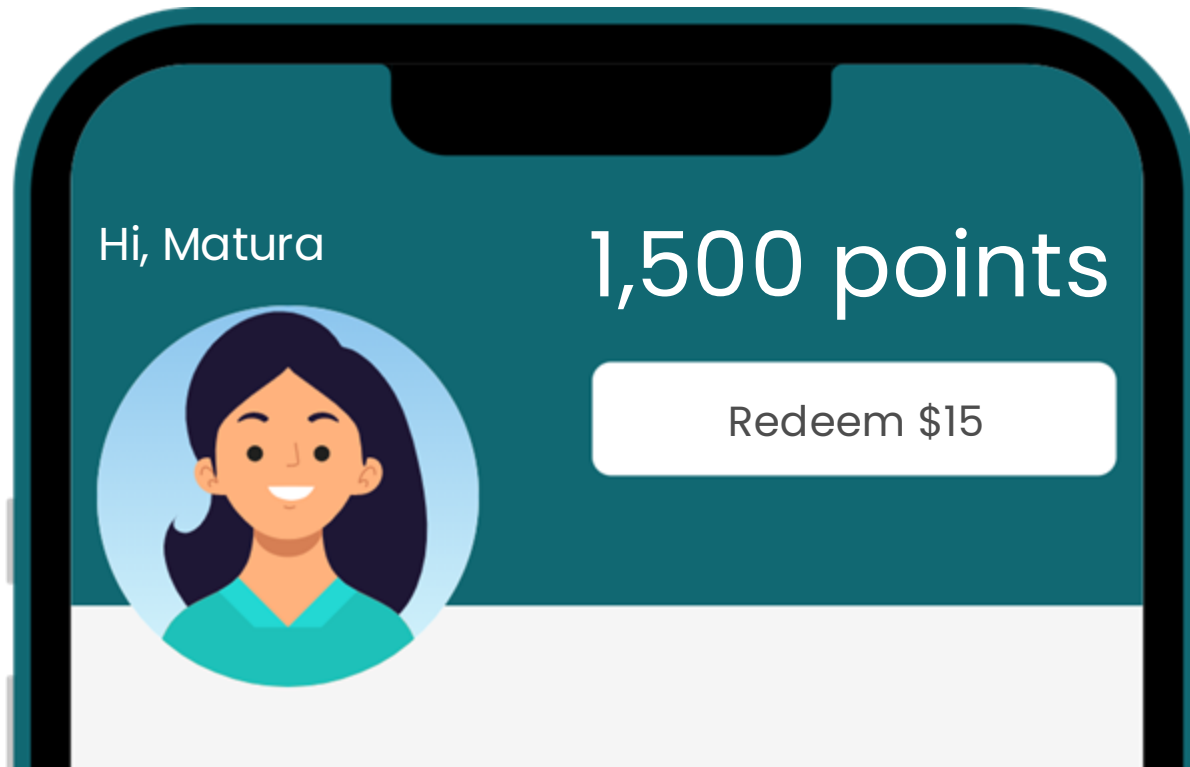


Referral submits an application

Works first shift

100 hours worked

300 hours worked



**+200 points**

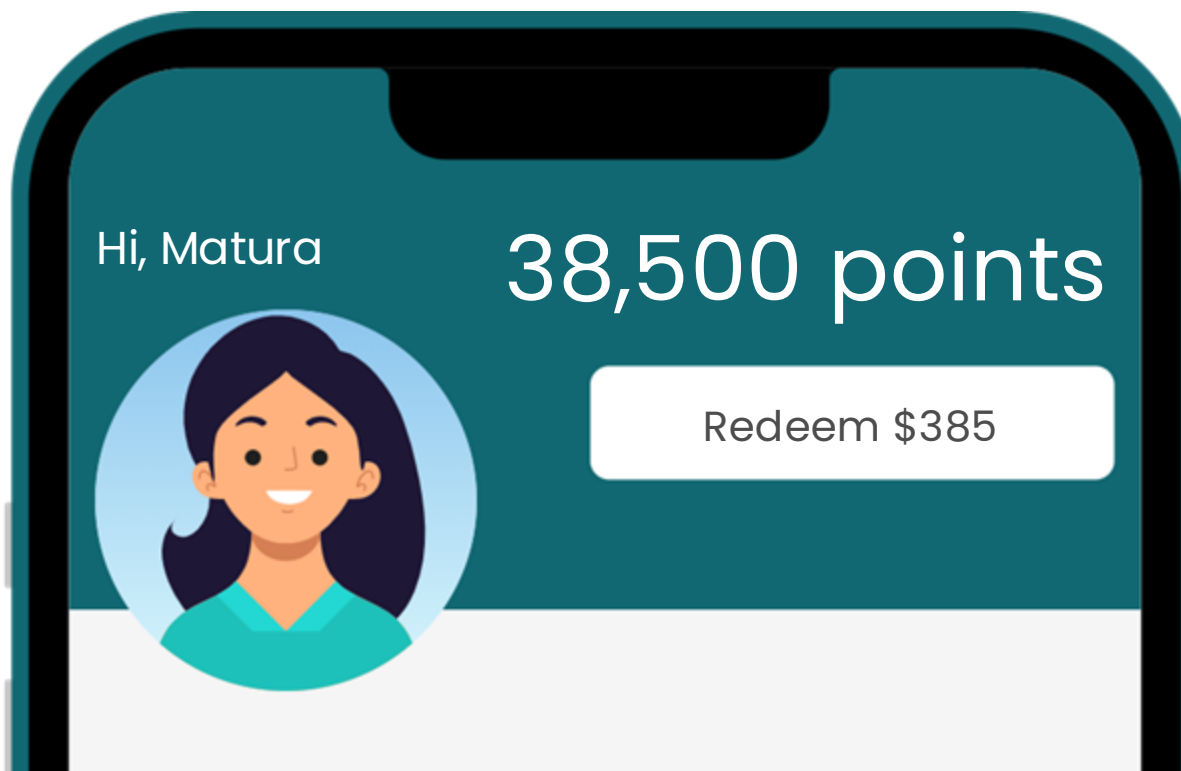


Referral submits an application

Works first shift

100 hours worked

300 hours worked



**+30,000 points**

# Increase staff referrals by over 600%

## Higher conversion

**4x** More likely to get hired

## Higher retention

**2x** Retention compared to job boards

## Better loyalty

**24%** More weekly hours worked

## More referral volume

**6x** Increase in staff referrals hired



# Caregiver Onboarding Journey

*It's all connected*





# Q&A

# HHAEExchange Partner Connect

<https://www.hhaexchange.com/partner-connect>

The screenshot displays the HHAEExchange Partner Connect page. At the top, there is a navigation bar with the HHAEExchange logo, menu items for Homecare Software, Technology, Resources, and Company, and a 'Request Your Demo' button. Below the navigation, there are three main sections: 'Who We Serve', 'What We Do For Providers', and 'Integration Partners'. The 'Partner Connect' section is the central focus, featuring a circular diagram with a central orange circle and arrows pointing outwards. Below this diagram is a search bar and a filter dropdown set to 'All'. The main content area is a grid of partner logos, each with a 'Learn More' link. The partners listed are: ADP (Payroll), AZ (Consultant), BOLT.HEALTHCARE (Patient Intake), CARECONNECT (AI Workforce Optimization), Caribou REWARDS (Care Services Rewards), dailypay. (Quickpay), ElectroBills (ElectroBills Healthcare Solutions, Consultant), GREEN STREET (Consultant), HCP (Care Intake/Service), Inflowcare (CRM), keeper (Quickpay), and Mobile Health (Health Benefits). To the right of the main content, there is a sidebar with 'Integration Partners' and a 'Learn More' link. Below the sidebar, there is a section titled 'Connected Homecare system' with a sub-headline 'The only homecare management software that seamlessly...' and a list of providers: 'providers, state Medicaid programs, managed care organizations'.

