

Ca Care Association

# FACTORS THAT IMPACT CAREGIVER RETENTION

This booklet was developed in partnership with Elegant Care Villa and commissioned by Wealth Start By World. Through our work, we're going to discuss what factors impact Caregiver Retention—and why addressing these can positively affect long-term affect in your care facility.



# Introduction

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For care facilities, there are two key priorities: delivering high-quality care and ensuring clients are satisfied. Sometimes, significant challenges prevent agencies from delivering these priorities – one of these is Caregiver Retention. Engaging and retaining caregivers is important because of many reasons, which include:

- Hiring new caregivers costs significantly more money than retaining existing ones.
- Having a low pool of qualified caregivers causes frustration in both employees and clients.
- Inability to accept more clients negatively impacts a facility's growth as well as its relationship with referral partners.
- Increased need for compliance training for new caregivers.

We're going to discuss what factors impact caregiver retention – and why addressing these can positively affect your care facility in the long run.

# Tips on How to Improve Caregiver Retention

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## Importance of Onboarding

“People don’t leave jobs; they leave managers.”

While this is true for many industries, it’s especially true for people who work in assisted living facilities. Caregiving is often challenging and stressful. Caregivers put themselves first sometimes to meet a patient's needs.

Onboarding is defined by Merriam & Webster as "The act or process of orienting and training a new employee." It's especially crucial for employees to feel welcome and valued from the start. The importance of onboarding for caregivers cannot be overstated. It is the first step in caring, and it sets expectations about what they will face when taking on this new responsibility with patients at residential care homes.

By focusing on retention factors like these, your facility can better support and invest in your caregiver workforce, leading to improved long-term outcomes for your staff and patients.

## Provide Proper Training

*50% of DSPs are eager to have more training about the conditions of their clients, as well as how to address possible problematic situations in the future.*

Source: Relias






## Ca Department on Aging

**In the summer of 2022, Collaborative Consulting, with direction from CDA, conducted a survey of direct care workers and family and friend caregivers to inform the development of the Cal- Grows program. Survey respondents were asked to describe and assess challenges, interests, and preferences related to training and incentives. CDA received over 600 responses and identified the following common themes, among many others:**

- Lack of time for training and the limitations of training schedules are barriers to accessing training for direct care workers
- Training costs often fall on direct care workers, discouraging their participation
- Poor quality training and lack of follow-up training reduce the ability to apply and retain learning
- On-the-job practice and repeat training help direct care workers apply what they learn
- Direct care workers prefer to receive certificates of completion as incentives for completing training





According to Relias, 50% of Direct Support Professionals, including caregivers, would like more training, not just about their responsibilities but also knowledge regarding the conditions and disorders of the people they're caring for.

A recent survey revealed that almost 90% of those who took part said they would stay with their current facility if they invested in their staff's professional development. This shows that providing reasonable learning opportunities is a critical strategy for caregiver retention.

Ca Care Association is an advocate for the workforce and its development for RCFEs and ARFs to comply with caregiver training.

## Practice Effective Communication

Caregivers play a crucial role in the day-to-day operations of assisted living facilities, and retention is, therefore, an essential asset. One factor that impacts caregiver retention is communication. Interpersonal communication, such as active listening and clear verbal and nonverbal messaging, is necessary for building meaningful relationships with residents. Intrapersonal communication, or self-awareness and self-management, is vital for managing stress and finding balance in the caregiver role.

Effective retention strategies should focus on supporting caregivers by providing opportunities for career growth, coaching sessions, job mobility, leadership roles, and recognition. By creating a positive work environment that promotes communication with caregivers, retention can be improved and resulting in enhancing the quality of care for residents.



## Provide Mentoring and Coaching Sessions

As caregivers in residential care facilities take on one of the most demanding and exhausting roles in today's society, it is essential that they are provided with the tools and support they need to be successful. This includes access to mentoring and coaching programs that can help them develop their skills, build confidence, and maintain retention within their roles.

Mentoring plays a crucial role in the success of caregivers, as it helps them stay engaged and motivated on the job. This can include providing guidance on everything from professional development to dealing with difficult or stressful situations. Additionally, coaching sessions help caregivers learn to better manage their workloads, take care of themselves, and develop healthy relationships with residents and their families.

Overall, the retention of caregivers in assisted living facilities is critical to providing quality care and support for those who need it most. By investing in mentoring and coaching programs, facility owners can help ensure that their staff are well equipped to provide the best possible service to their residents.



## Career Growth and Job Mobility

Cal Care Jobs is a platform to provide members with information about openings in licensed Adult Residential Facilities and Residential Care Facility For the Elderly. We connect communities hiring with caregivers who are trained and qualified to do the job. But finding a place of employment that is secure and meaningful can be challenging, especially for caregivers who come from different cultural backgrounds.

An essential factor in Caregiver retention is job growth and mobility. Our transparent job opportunities are critical for building trust with your team & that they already belong in the best care team. When an employee feels empowered and motivated, this often leads to an increase in productivity.

Job mobility can also mean allowing caregivers a flexible working schedule. Caregivers often juggle multiple commitments, so it's important to offer flexible scheduling options. This could mean offering part-time or full-time positions, as well as shifts that fit around childcare or other obligations. When caregivers feel they have some control over their schedules, they're more likely to stick around.

## Provide Benefits

*52% of employees are looking or would consider leaving their company because of compensation.*

Source: [access perks](#)

 Caregiver Attrition

52%

 Caregiver Retention

48%





Providing financial benefits for your employees is only the beginning. It's also important to pay attention and create unique benefits in accordance with what's important for your caregivers.

For example, allowing them flexibility within their work schedule will allow them pursue other personal goals. Care facilities may also provide other benefits such as health insurance plans as well paid sick leaves or vacation times if needed! This makes sure that these workers know they're appreciated which is crucial when trying to maintain talent among staff members.

Shelby Smith, a financial representative partner of Wealth Start by World and also an ADVISORY MEMBER OF Ca Care ASSOCIATION, supports this view. Shelby recently partnered with the organization to specifically help Ca Care educate its caregiver members on the importance of insurance, investments, income protection and retirement planning.

## Recognize Employees

Employee recognition takes your caregiver retention strategy to the next level—it reminds your caregivers and other staff of their worth.

Recognition programs are a great way to make your caregivers and facility staff feel appreciated. One of these ideas is through monthly, seasonal or annual rewards; an increase in rates based on exceptional performance; prizes given out at random during certain intervals such as gift cards for Starbucks or giving an extra rest day - it's up to you!

Whatever kind suits best with how much money each person makes should suffice because they'll know their worth when offered something extra from being valuable beyond just showing up every day calm, ready, willing and able.



*Employees who do not feel adequately recognized have lower engagement and are twice as likely to say they'll quit in the next year.*

Source: [access\\_perks](#)

# Conclusion

Improving caregiver retention isn't easy; it's a long process. Without the right strategies and effective implementation, it's difficult for care companies to overcome this challenge.

Partnering with organizations like the Ca Care Association and taking advantage of the resources it offers will be instrumental in successfully addressing challenges in caregiver retention. Ca Care offers residential care providers and caregivers a platform for access to free training and resources for continuing education. Membership for care professionals is not required but are encouraged to experience the full benefits of being a caregiver or care provider member.

# Featured Organization

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## Ca Care Association

Serving Southern California, California Care Association is an organization that works with different residential care facilities, specifying their needs, supporting their advocates, and providing them the tools they need to succeed in the residential care business. Their mission includes improving the quality of care delivered by care facilities, developing training materials and resources, and training caregivers and providers for a more skilled workforce.

### Services:

- Improving the delivery of quality care and working conditions
- Improving the training and professional vocation of caregivers and care facility staff
- Organizing and educating caregivers and home care facilities

### Our Solution Begins with YOU.

Their mission includes improving the quality of care delivered by care facilities, developing training materials and resources, and training caregivers and providers for a more skilled workforce.

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#### Website & Email

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[outreach@cacareassociation.org](mailto:outreach@cacareassociation.org)

# Featured Organization

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## Wealth Start by World

Serving Los Angeles, Orange County, San Bernardino, and Riverside County, Wealth Start By World is an advocate of financial planning and security, committed to educating people about the importance of financial stability.

### Services:

- Retirement Planning
- Debt Management
- Investment Planning
- Insurance and Annuity
- Educational Fund
- 401k & Employee Benefits

### Address

12881 Knott St Suite 206, Garden Grove, CA 92841, USA

### Telephone

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### Website & Email

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# Featured Organization

## ELEGANT CARE VILLA

Elegant Care Villa was established in 2000, with our first location in Garden Grove. Since then, we have continued to expand in Anaheim, Buena Park, and Long Beach. All of our Residential Care Facilities for the Elderly (RCFE) and Adult Residential Facility (ARF) provide non-medical residential care to individuals over the age of 60 who need assistance in self-help services and independence support.



#carehappenshere

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