



Home Health and Home Care Staffing Survey Results 2021

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 **Home Health Care News**

SUSTAINING HOME-BASED CARE STAFFING

Among the many benefits of in-home care is the personal and ongoing relationship that can be created between the caregiver and the patient or client to improve outcomes. This survey sheds light on the impact staffing challenges are having on care at home organizations' ability to provide the best possible care and grow their business.

Axxess is continually looking for ways to help providers meet staffing challenges with innovative solutions like Axxess CARE, a scheduling and staffing solution that matches qualified clinicians with visits that need to be filled, and a new certification program that provides industry education and solution training that can have a meaningful impact on workforce development in our industry.

We are pleased that these survey results provide insights on effective strategies for the industry to consider moving forward as we all seek to bring more sustained employment to our industry.



John Olajide

Founder and CEO, Axxess

A STAFFING MARKET IN FLUX

Home-based care has always confronted employee turnover and staffing challenges. But over the course of the pandemic, crippling staff shortages have reached an unprecedented high, resulting in an entirely new set of hurdles. By identifying the main drivers behind staff turnover and the strategies providers are using to mitigate them, home-based care providers can begin to take a comprehensive approach to COVID recovery.

From July 21 to August 6, 2021, Home Health Care News conducted a survey in partnership with Axxess to find out more about the staffing challenges faced by home-based care organizations, and the methods they're using to overcome them.

HHCN is excited to share these survey results with you, and we hope they will help you achieve full strength as opportunities arise in this critical recovery phase.



Robert Holly

Editor, Home Health Care News



EXECUTIVE SUMMARY

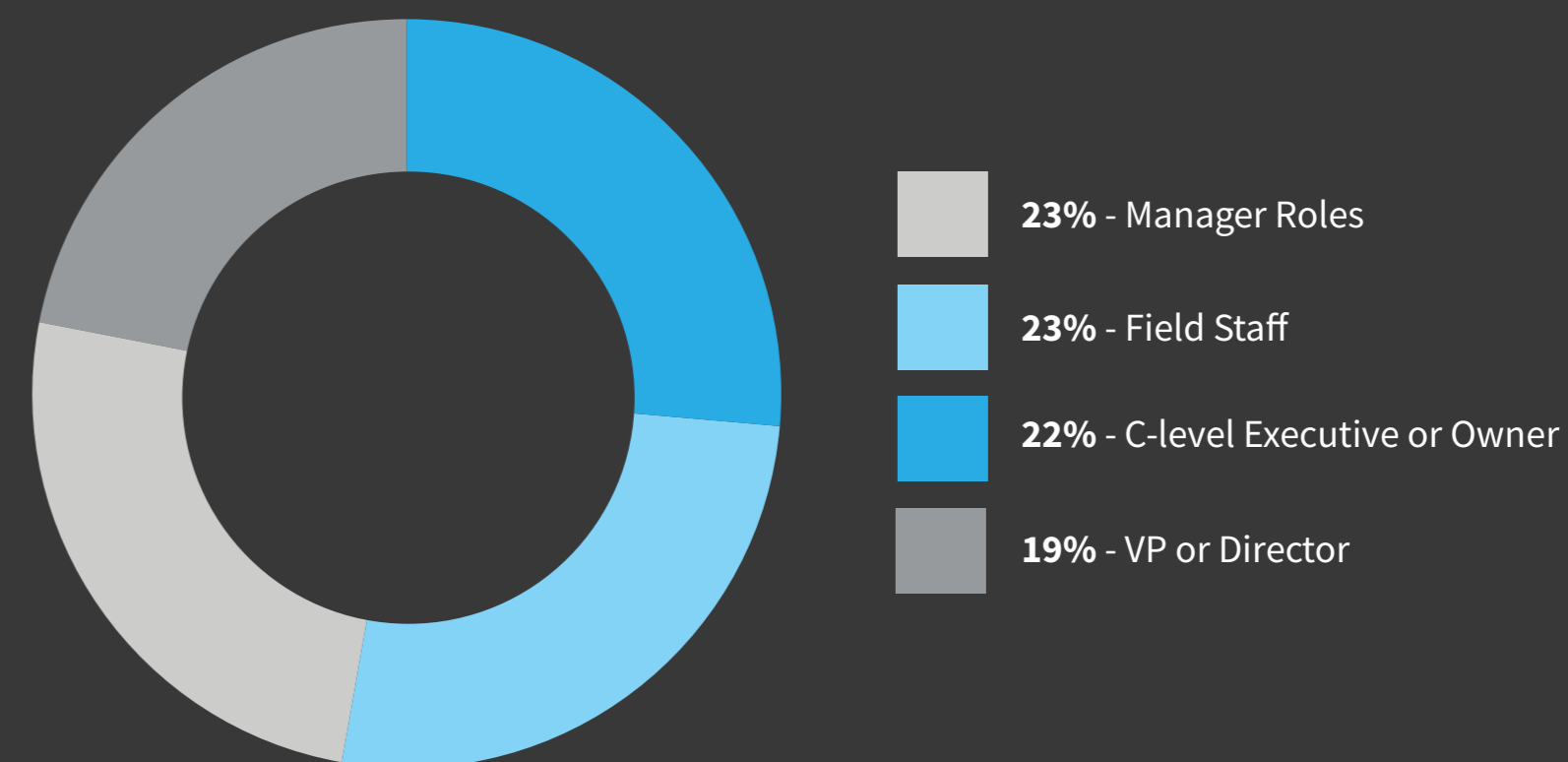
Home Health and Home Care Staffing Survey 2021

Results show the views of 753 home-based care professionals polled about their thoughts on home health and home care staffing in 2021. The survey, conducted online between July 21 - August 6, 2021, asked about how companies are:

- Dealing with the impact on staff shortages resulting from the pandemic
- Solving recruitment and open position fulfillment challenges
- Investing in professional development and training
- Addressing staff turnover and employee retention

All respondents identified as working for organizations that provide home-based care.

Job titles among respondents



KEY TAKEAWAYS



There is a direct correlation between staff shortages and loss of business. Nearly three-quarters of respondents say they have lost business due to staffing shortages; around a quarter are seeing an impact to census; and patient outcomes have been impacted as well, according to the survey response.



Staff shortages outweigh other staffing pain points for home-based care providers in 2021. Nearly 62% say their top challenge is recruitment and fulfillment for open positions; outweighing retention, training and remaining competitive.



Home-based care providers are using three key strategies to solve staffing challenges. Census decline and increased costs to replace staff have posed significant problems with respect to staff turnover. Leaders in home-based care are addressing them with three proactive strategies: increased compensation and benefits, sign-on bonuses, and flexible staffing/job sharing, with more than half of respondents stating that increased compensation is the best solution to mitigate staff shortages.



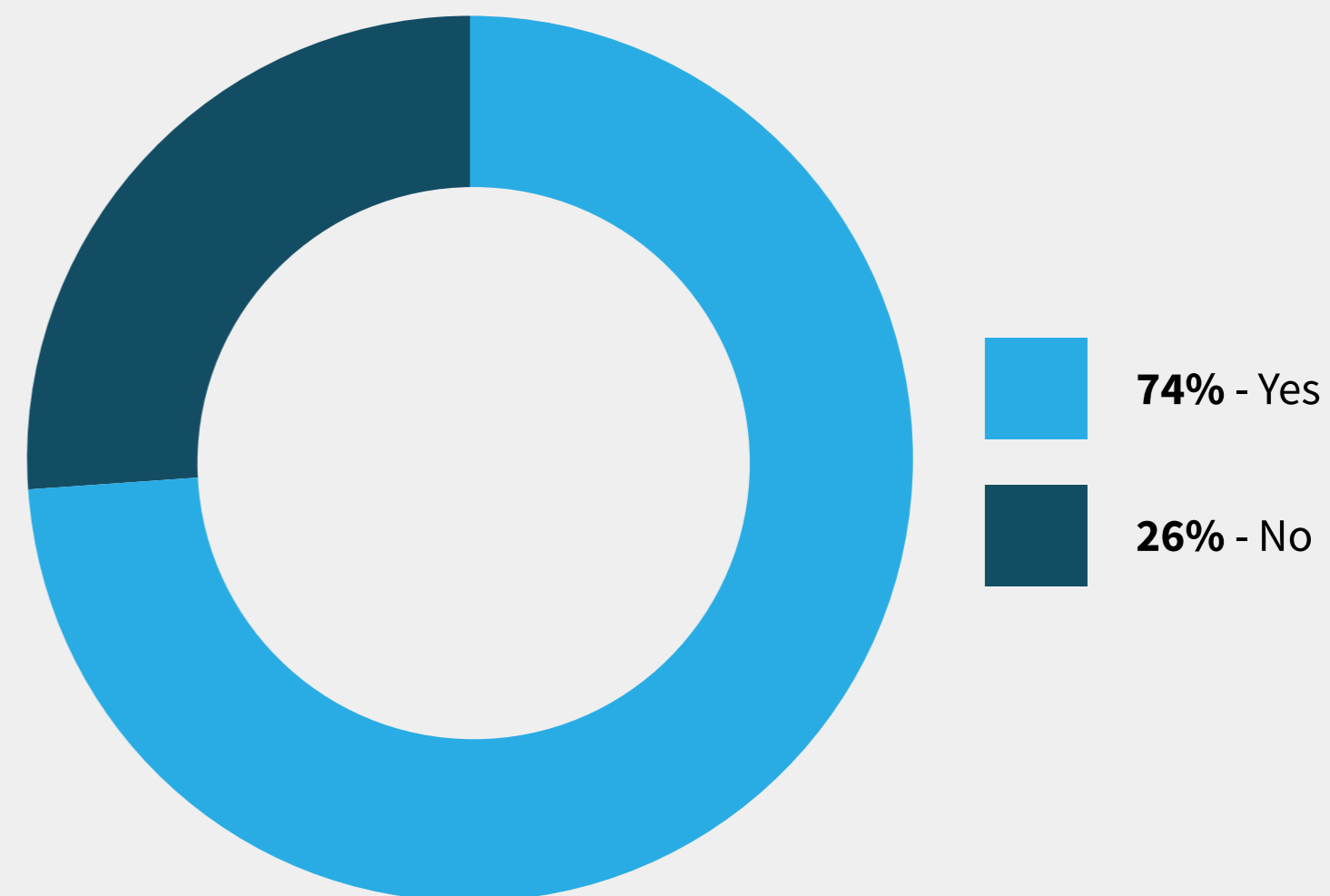
Home-based care providers are prioritizing growth and professional development. Beyond the willingness to meet other staff needs such as work/life balance and compensation, more than 77% of survey participants reported that their organization could benefit from investing in staff training and development.

THE IMPACT OF STAFFING CHALLENGES IN 2021



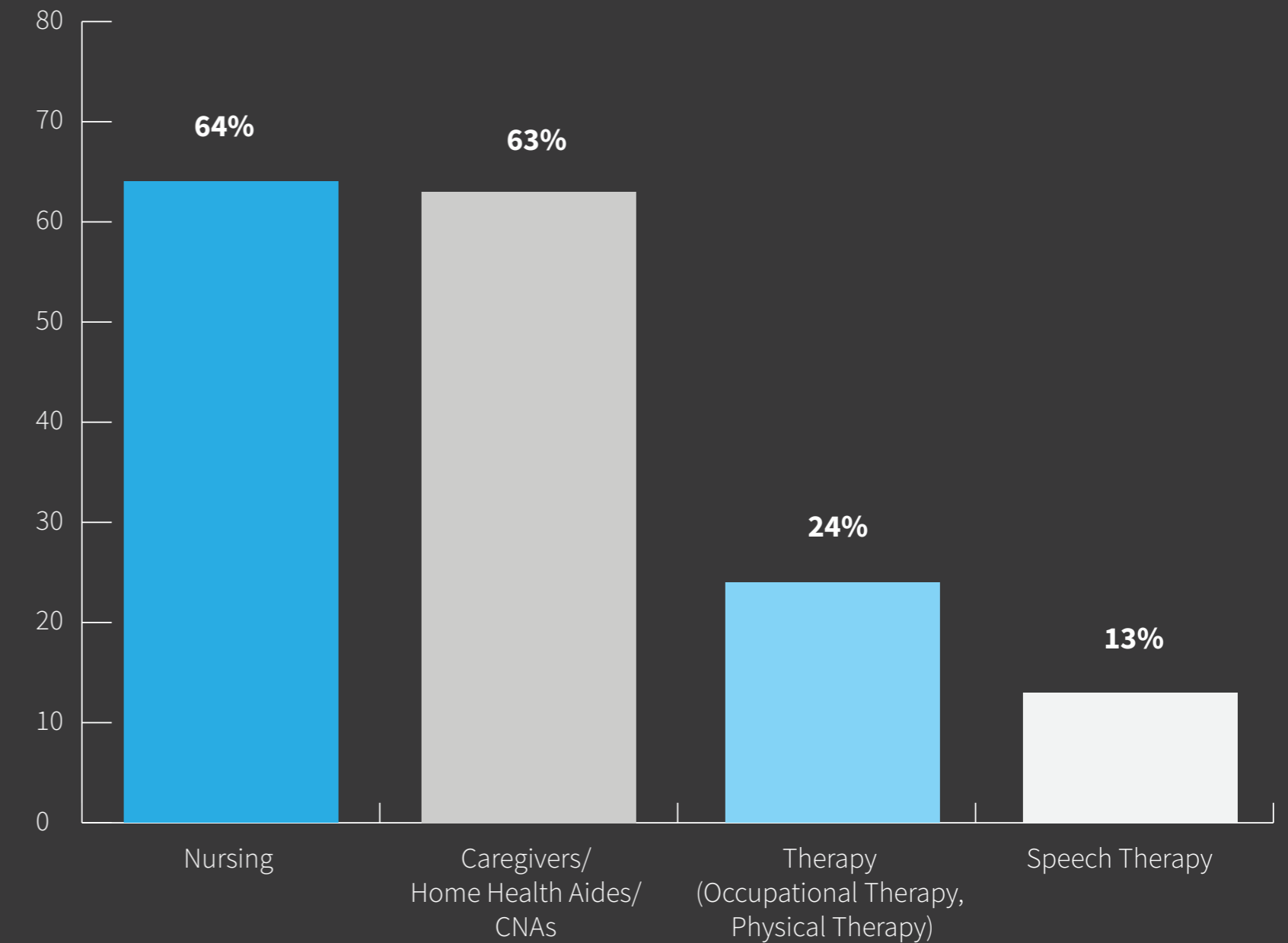
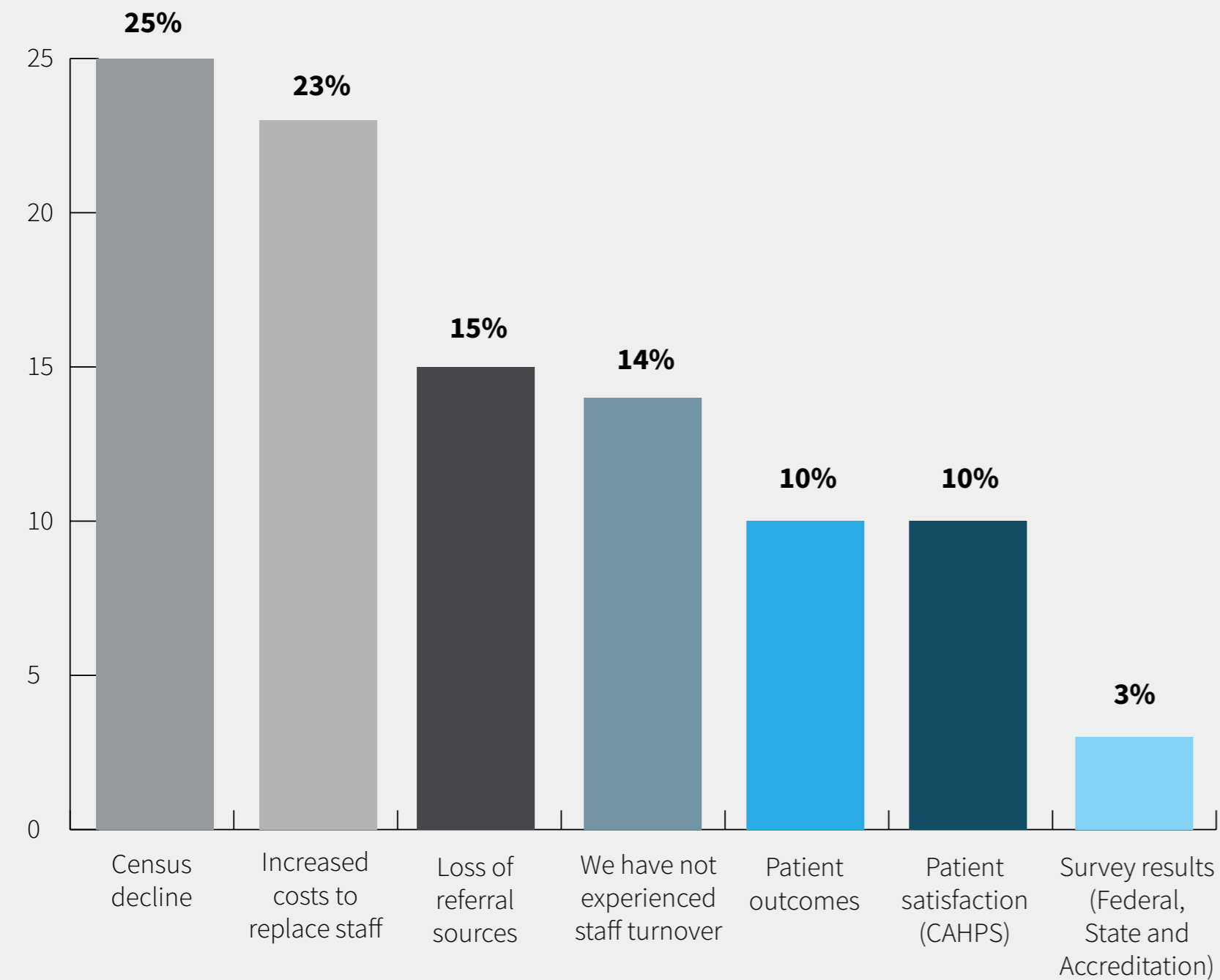
Nearly 74% of respondents have turned away referral business due to staffing shortages.

Have you had to turn away referrals due to staffing shortages?



Census decline is the most significant impact of turnover, followed by increased costs to replace staff and loss of referral business.

What has been the most significant impact of staff turnover on your organization?



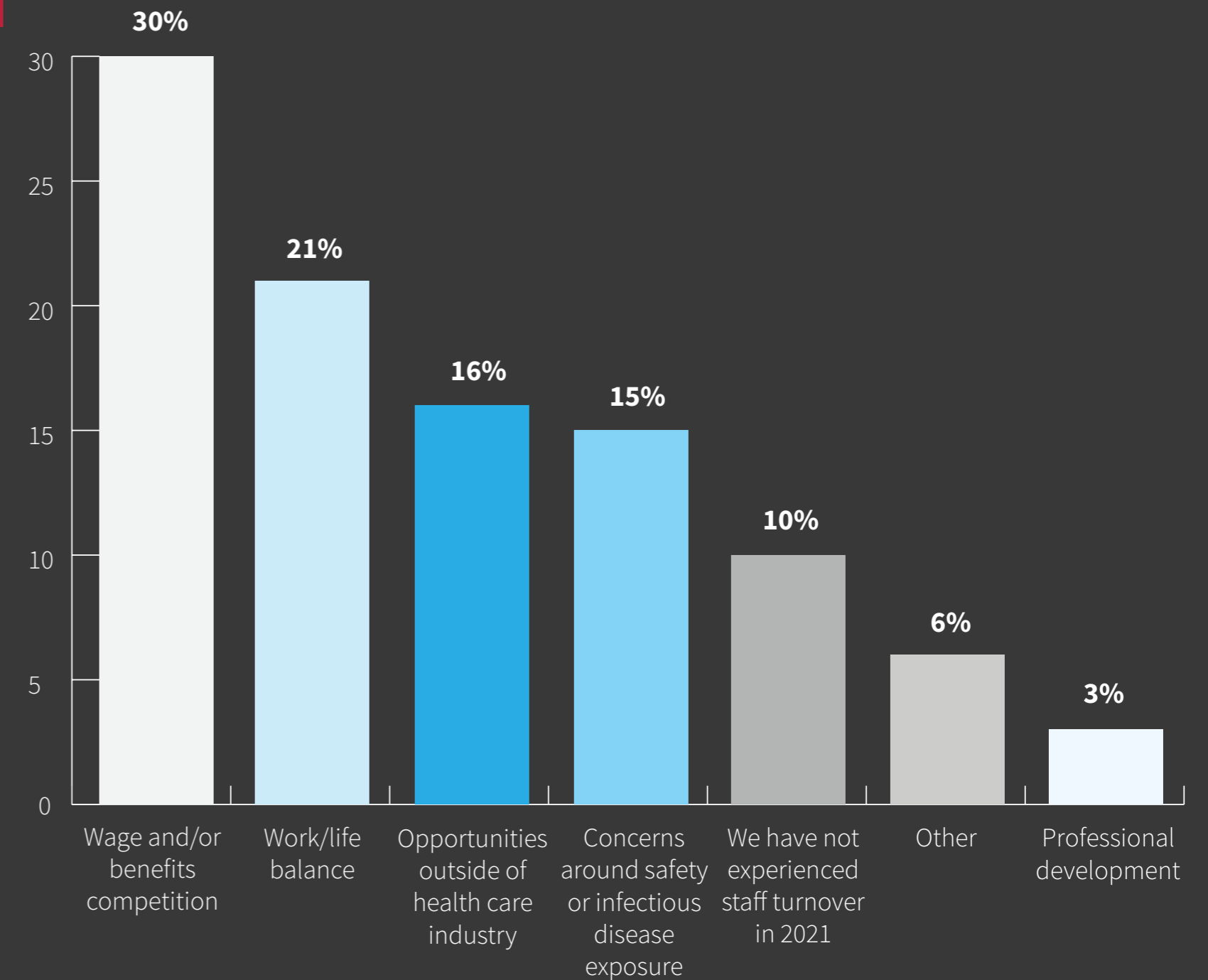
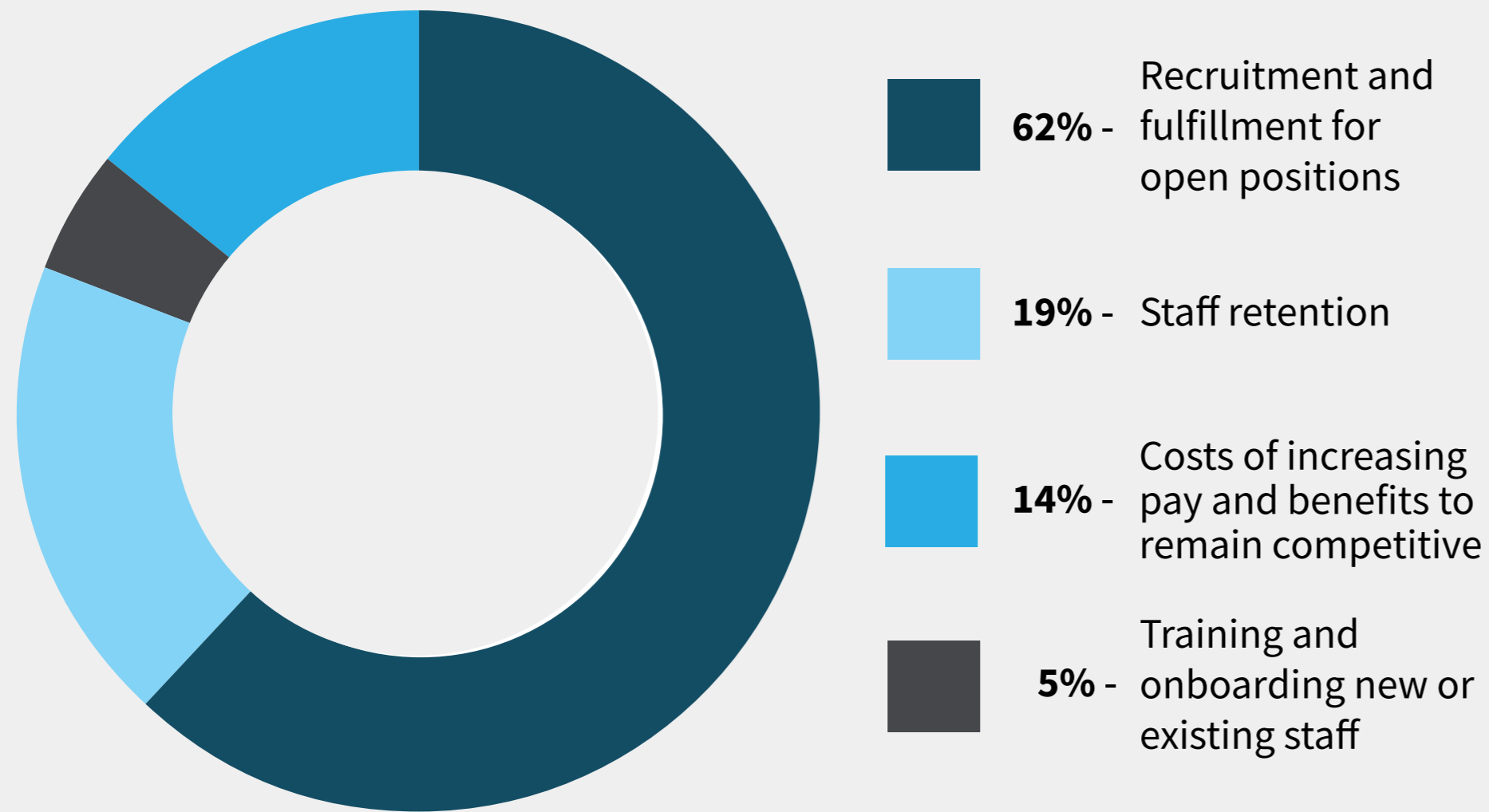
Which disciplines have been most impacted by staff shortages?
(Check all that apply)

Nurses, caregivers, home health aides and CNAs are feeling the greatest impact of staff shortages.

STAFFING CHALLENGES BY THE NUMBERS

Recruitment and fulfillment for open positions is the greatest staffing challenge for home-based care providers in 2021, relative to other challenges including retention, training/onboarding, and costs to remain competitive.

Among the following, what has been your organization's greatest challenge related to staffing in 2021?



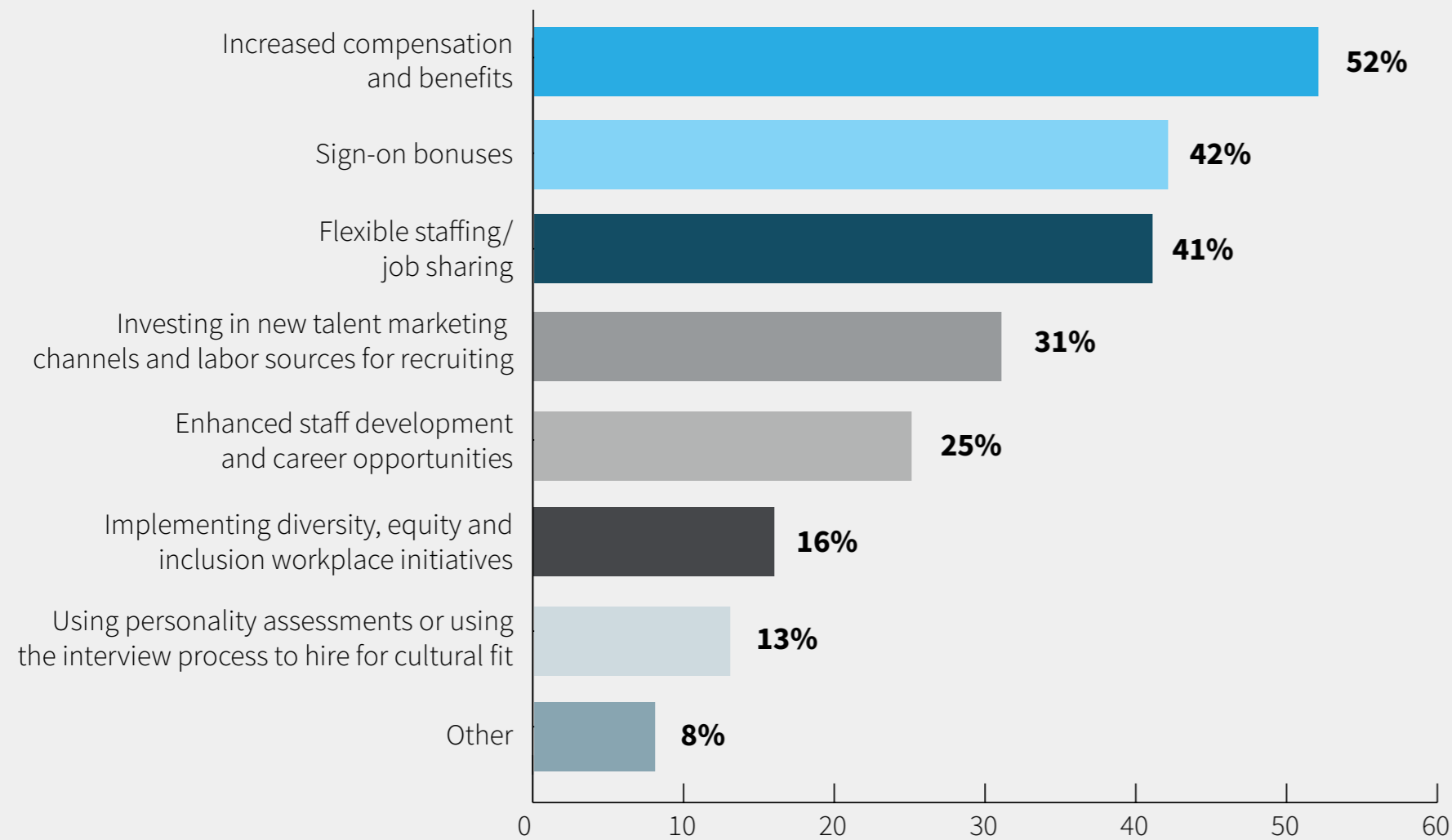
What is the top reason for staff turnover at your organization in 2021?

Wage and/or benefits competition, work/life balance, and opportunities outside of the health care industry are the primary drivers of staff turnover for home-based care providers in 2021.

ADDRESSING STAFFING CHALLENGES: SOLUTIONS & STRATEGIES

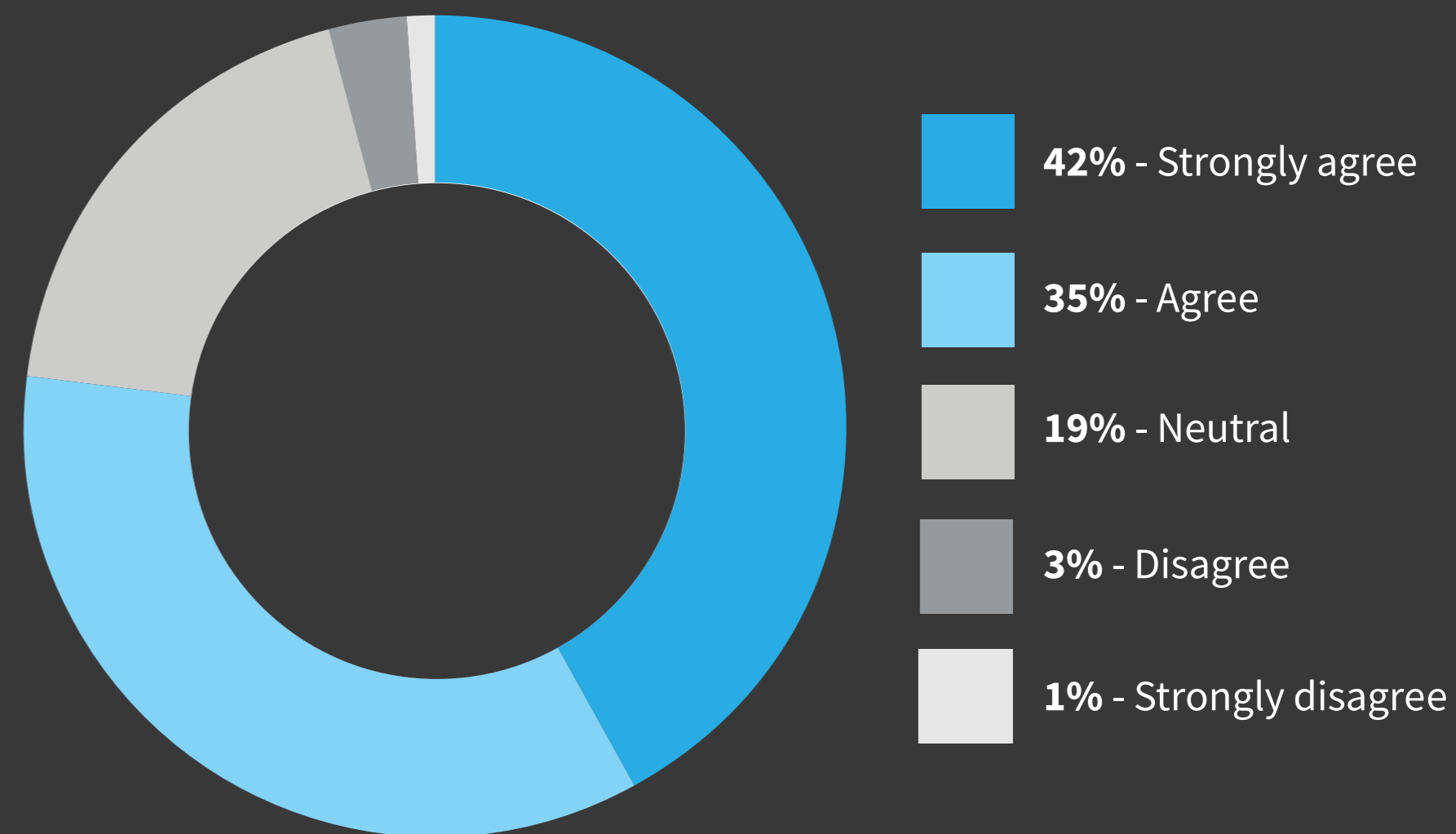
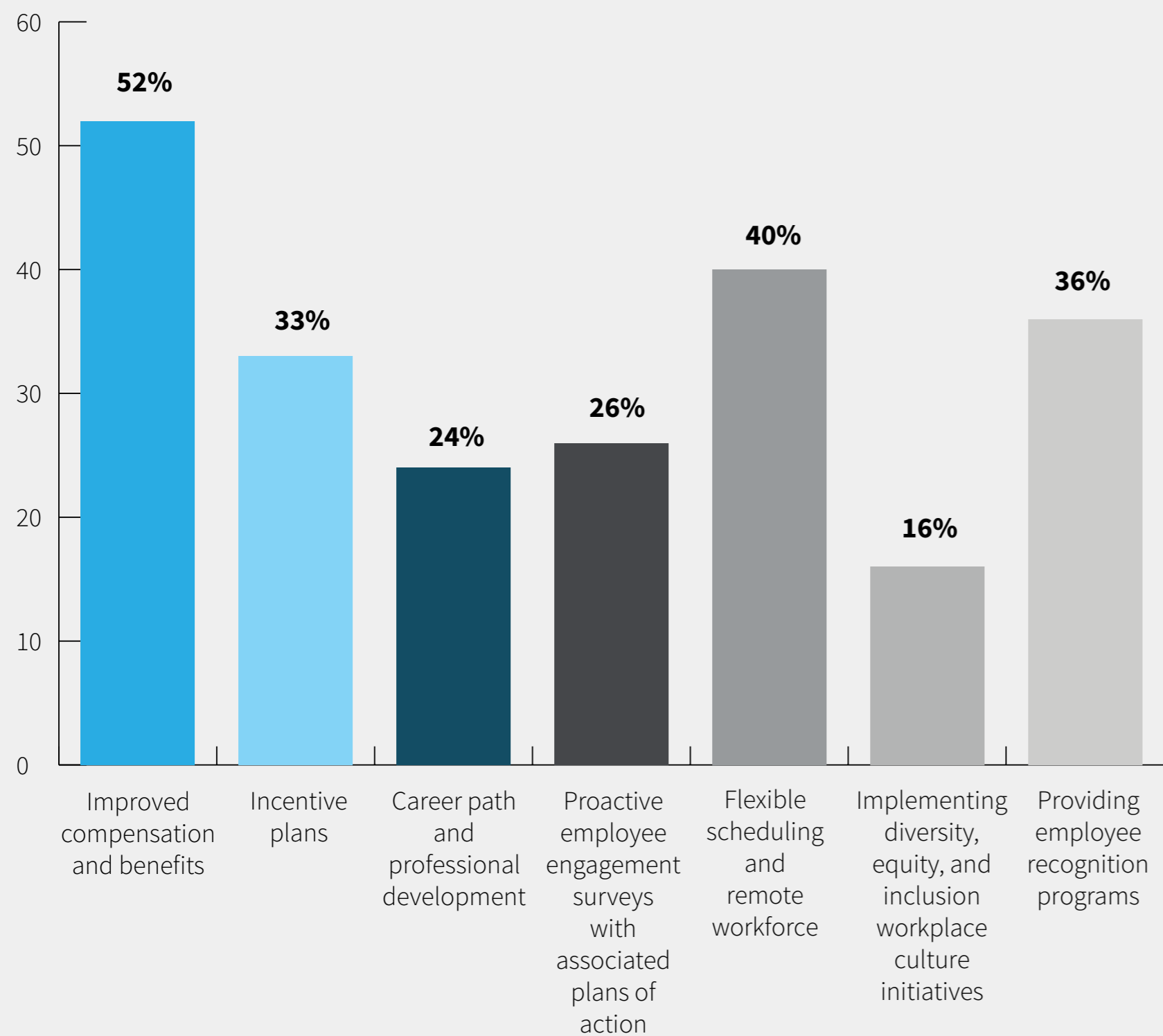
The top three strategies for addressing recruiting challenges in 2021 are increased compensation and benefits (52%), sign-on bonuses (42%) and flexible staffing/job sharing (41%).

What strategies is your organization using to address recruiting challenges in 2021?
(Select all that apply)



The majority of respondents believe improving compensation and benefits is key to addressing retention challenges in 2021. Flexible scheduling/remote work and employee recognition plans are also popular solutions.

How is your organization addressing retention challenges in 2021?
(Select all that apply.)



Do you agree that your organization could benefit from making additional investments in staff training and development?

An overwhelming majority of survey participants report that their organizations could benefit from investing in staff training and development.

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For more information, **contact:**

contact@axxess.com | **Axxess.com**