

# homehealth

## ADMINISTRATOR'S SUMMIT

MAY 8–10, 2023



### Adapt Your Operations To Reduce Costs & Succeed in Recruitment and Retention!

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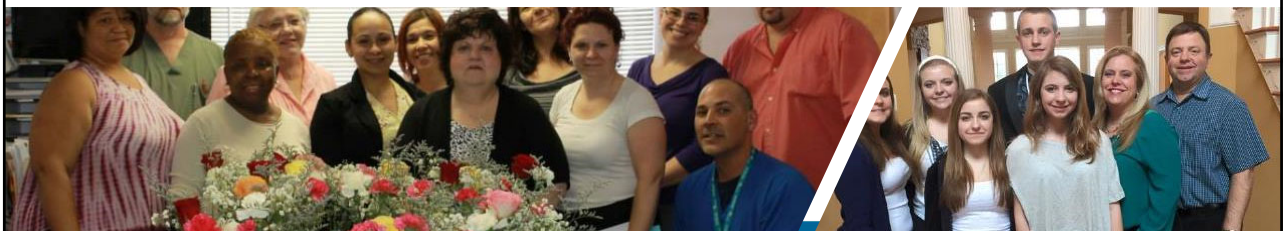
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## Cheryl Peltekis, RN

### "The Solutionist"



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## Presented By



**Cheryl Peltekis, RN** is the owner of Immediate Home Care and Hospice and the co-owner of Home Care Sales. She is an industry leader who helps hospice, home health, and private duty companies around the country service patients in their homes. Peltekis is a best-selling author and has been seen on TV stations around the country discussing senior issues. This mom of 5 knows how to run a winning team and is a customer service guru!

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## Learning Outcomes

- At the completion of this educational activity, the learner will be able to:
  - Learn 4 ways to combat staffing issues.
  - Obtain strategies for decreasing the cost per patient.
  - Learn what's working now to improve recruiting and retention.

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## The U.S. Bureau of Labor Statistics Predicts

- People in the age bracket of 65 will grow from 43 million in 2012 to over 85 million in 2050 (that is almost double).
- Silver Tsunami is coming!
- Every segment of health care is experiencing extraordinary changes in the workforce
  - Burnout
  - Turnover
  - Rising labor cost
  - Skills gap diminishing the supply of qualified workers
  - Margins are paper thin

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## Current State...

Do  
**More**  
With  
**Less!**

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## Workforce Disruptions According to Optum.com



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## Making Decisions on What To Do Is One of the Biggest Obstacles

**It is challenging for leadership teams to decide what they must do to stay competitive and remain viable at the speed of change.**

- Step 1 = gaining agreement around the organization's greatest workforce problems.
- Step 2 = creating a structure and analytic data KPIs to gain insight and build alignment around future workforce goals.
- Step 3 = Identifying quick wins to reassure leaders that they can sustain the organization's workforce as it transforms.

**There is great meeting software to help. Range.co and Ninety.io are two level 10 meeting programs that I currently use.**

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## Quick Actions to Positively Impact the Workforce and Decrease Costs

- **Build trust** – hear directly from your workforce on what's important to their workplace well-being.
- **Reduce exhaustion** – offer more workday choices and more flexible scheduling. (7-3, 8-4, 3 days of work a week at 12-hour days)
- **Save time and frustration** – offer both self-serve and on-site training on demand. Allow staff flexibility in completing self-learning.
- **Improve quality** – All staff to be high-performing by automating routine administrative tasks (coding, and patient scheduling using care pathways-control ratio of RN/LPN visits)
- **RPA** – Robotic Process Automation

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## RPA- Robotic Process Automation

**What is RPA?**

Consider the process of onboarding a recruit in a company

Data from several systems must be co-ordinated in order to create a new user account, email address, access rights, documents retrieval etc

With robotic process automation, the user account can automatically activate a template for the onboarding workflow

RPA can help assess, prepare, and create new joinee data, initiate mailing of offer letters, streamline information across the systems

The infographic features a background image of a robotic hand holding a computer monitor. On the monitor, there is an icon of a person with a checkmark, representing a successful onboarding process. Below the monitor, there is a smaller icon of a person at a computer. A dashed-line box on the right contains the text explaining RPA's role in onboarding. A 'Message' window is also visible in the lower-left area of the infographic.

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## Prior To RPA (Robotic Process Automation)

- It would take a few hours to complete the onboarding formalities
- Post RPA, the entire process could be done in a matter of a few minutes (according to Simplilearn.com)
  - Automation can go up to 100%
  - Processing becomes 10 times faster
  - Accuracy increases by 100%
  - Speed wins!
  - UiPath, Automation Anywhere, Blueprism, Pega, Element5 are all RPA software tools

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## More Ways to Positively Impact the Workforce and Cut Costs

- **Expand knowledge** – Offer CEU training that engages and inspires them to be their best.
- **Reduce errors and decrease paperwork burden** – Offer scribe services, with scripts to follow for transcription.
- **Improve employee culture** – Implement staff mentors, buddy systems, preceptors, and forums/communities where employees can connect for guidance, support, and a sense of community.
- **Improve hiring and onboarding** using automation.

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## 4 Ways to Combat Staffing Issues

1. Improve your hiring and onboarding. Speed wins!
2. Great outcomes come from great patient care! Care Pathways= Exceptional Care + higher profit margins.
3. Technology- Scribe services, electronic caregiver services, telehealth.
4. Use your sales team as recruiting team!

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## #1 Improve Hiring and Onboarding. Speed Wins Interviews

Start with  
email  
screening

Subject: Your (Position) application, a few more questions.

Hi (name),

We have just a few more questions for you regarding the position. Please reply to this email with your answers:

1. Your position requires you to work one weekend a month. Does that work for you?
2. What is your desired compensation? We don't want to waste your time if we can't afford you.
3. What kind of working environment is best for you?

I have attached the job description for you to review. Looking forward to receiving your responses. Have a great day.

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## Speed Wins, Save Time With Quick Phone Screenings

### Phone Screenings

- Can be done in addition to email screening
- Zoom or other programs to do video
- Use scripts for interview
- Evaluate verbal ability
- Motivation for applying and self motivation
- Pick up on their energy level
- Gauge their excitement about the company
- Provides them with details about the position
- Remember all interactions are a 2-way street, you are being quailed by them too!



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### Script for candidate for position with many applicants

"Thanks so much for your interest in the (Position) at (Company Name).

Your background and work experience appears to be in line with the skill set we are looking for at (Company). I would be interested in chatting with you further regarding this job opportunity over the phone.

Before we talk, please take a look at the detailed job description I shared with you. Just to highlight a couple of points, I do want to make sure you understand the following about employment at (Company) (mention non-negotiables/important information). After reviewing the Job Description, please email me with days and times you would be available to talk. (hours your available) I look forward to hearing from you soon to set up a time to talk in person. Take Care, (Your name)

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## Great Candidates Have A Different Script



### Script for great candidate,

Hi (Name), Thank you for applying to (Company)! You may be a great match for us. We are excited to speak with you. I would like to schedule a time with you to discuss the position. Can you let me know when you have time for a quick (10-20 minutes) call over the next few days?

I prefer to do it over zoom, which is a free app that you can download on your smart phone. This way we can both see each other.

Looking forward to connecting with you!

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## Phone Screening – Pass or Fail

### Questions to Ask

1. Can you tell me a bit about your background as (Previous Position).
2. What are your day-to-day responsibilities like at your current job?
3. Reason for leaving previous position(s)?
4. Why do you think you would be a good fit (successful at) for this position?
5. What interests you most about this position?
6. Could you clarify (something from resume)?
7. How would you characterize your management style?



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## Additional Questions

- Do you have any questions for me?
- What kind of company cultures have you worked in?
- What is your ideal work environment?
- Have your roles and responsibilities ever changed unexpectedly?
- Have you had a manager who gives blunt feedback?
- What's the greatest mistake you ever made?
- What's something you are proud of that you accomplished at your current job?

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## Job Interview Statistics

- A research done by [Glassdoor](#) shows that candidates reject 17% of job offers.
- In 2016, [Gallup's survey](#) result showed that 87% of Millennials say career growth is an important deciding factor to accepting a job offer.
- Up to 50% of millennials can leave their current company for a 20% salary raise.
- In 2014, [collegefeed studies](#) showed that almost 80% of people need to work in a company that's a culture fit.

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## Reasons They Say No to Your Job Offer! #1 - Speed

- Place ads when you know someone will dedicate time to reviewing, sending ty for applying emails
- Take no longer than a week to conduct initial phone interview from the date the candidate applies
- Make sure you have prewritten emails, so it is easy for someone to just send them out
- Evaluate this process at least quarterly, (secret shop the user experience).
- A slow company is a sign of an outdated culture

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## #2 Company Culture Doesn't Fit

- Some candidates might go through your whole job recruitment process and still not take the job.
- Most times, it's just not the right fit. [Deloitte Human Capital Trends](#) carried out a study highlighting the rise of social enterprise.

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## Solutions: Fix Your Culture

- Work on creating a great environment in your company where employees work well together.
- People who work in your company should feel like they are a significant part of something larger.
- Try to avoid internal conflict in your company. But if there is conflict, ensure a system set in place to handle it effectively.
- Ensure your company offers opportunities for work/life balance.
- Ensure you have Level 10 meetings
- Then, when interviewing job candidates, make sure you highlight your company's culture.

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## #3 The Salary Is Too Small

- Payment is essential to many working professionals. Some tie their self-worth to the amount of money they receive for their job. It is no surprise that a lot of job candidates feel like they deserve a high salary.
- Know what your top 3 competitors are paying.
- Using Care Pathways, you may be able to pay more by controlling profit margins.

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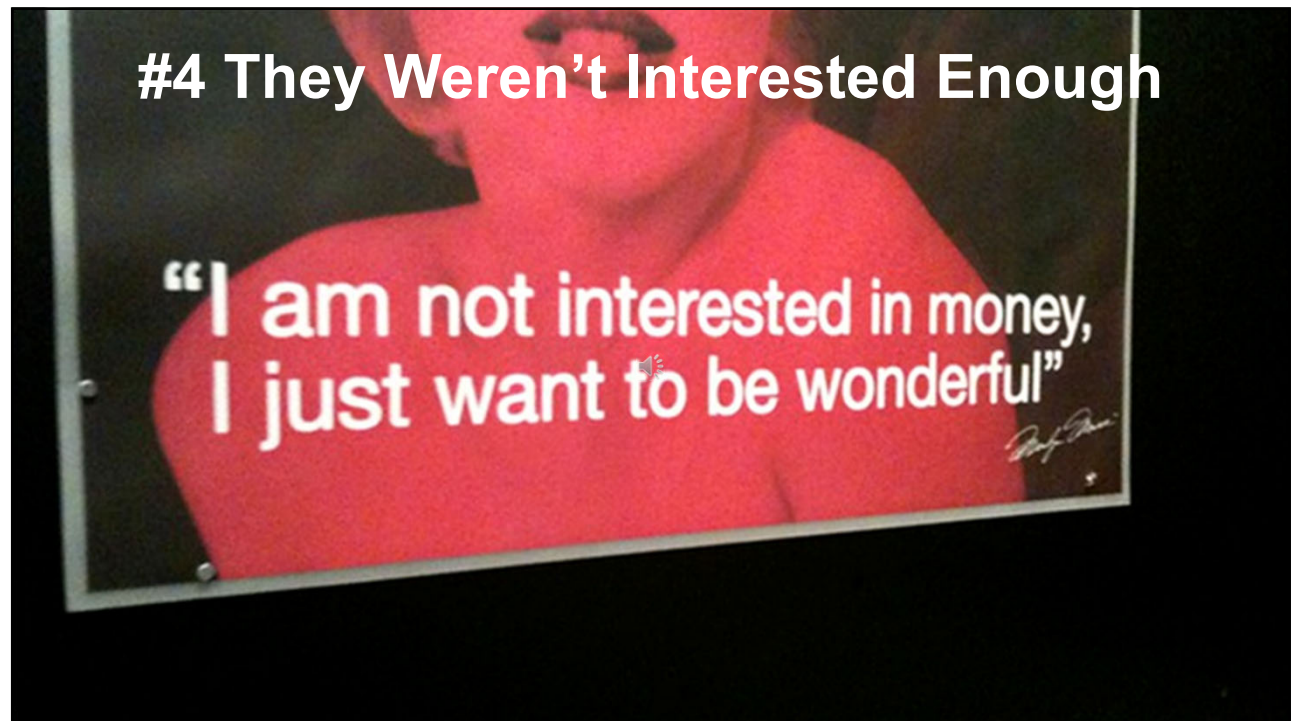
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### Solution: Keep Salary Current and Compatible for Industry

- Carry out market research to see what your competitors are offering for similar roles.
- Get the market value for any position you are hiring.
- Measure the skills candidates could bring to the role and the worth of said skills.
- Make sure there are benefits attached to the role and not just monthly remunerations.
- Add workplace perks to make candidates feel more at home is also a good idea.

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### **Solution: Build Interest by Highlighting the Benefits of Working in Your Company and Having an Appealing Work Environment**

- Employee Years of Service Plaques hanging outside doors
- Collage of photos from employee parties
- Decorated workstations for each personality
- Clean, professional, friendly environment
- Engage employees to meet during office tours that will say this is a great place to work!
- Create a "why" video by owner/founder

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# **Employee Retention**

Begins on the First Day

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T = THOUGHTS  
E = EXCHANGED BETWEEN  
A = ASSOCIATES AND  
M = MANAGEMENT



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*Power of Positivity*®  
Every day is a day to shine. Shine On!

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### Suggestion Box With Guaranteed Feedback Within 30 days



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## Reward Years of Service



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## Sign 'Em Up!

**GET INVOLVED**

Sign up for a committee at [succeedwithMOPs.com/Committee](https://succeedwithMOPs.com/Committee)  
Applications accepted through May 31st

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## 4 Ways To Combat Staffing Issues

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3. Technology- Scribe services, electronic caregiver services, telehealth.
- 4. Use your sales team as recruiting team!**

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## Sales Reps Make Great Recruiters

- Have them tell everyone “We Are Hiring”!
- Open houses.
- Be On The Look Out!
- Hiring Bonus!

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## Improve Your Hiring and Onboarding



- Ask Your Current Employees to post it on their LinkedIn
- Ask Your Current Employees to post it on their Facebook page
- Offer a referral bonus

### REFERRAL BONUS STRUCTURE IDEAS

1. Referral Candidate stays at the company for 6 months, the referrer will receive \$500.
2. Looking to keep talent long term:
  1. 10% of bonus pd on hire date or 30 days after hire date.
  2. 20% pd 6 months
  3. 30% at 1 year

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## Final Topic - Do More With Less

- Ideas on how we can provide high-quality care but cut costs.

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## Great Outcomes Come From Great Patient Care! Care Pathways

- Another way to cut costs is using care pathways.
- Care pathways can allow you to have set visits per diagnosis.
- Program in the ratio of RN/LPN visits to cut cost per patient.
- Allow you to control utilization of services per diagnosis and functional assessments.
- <https://www.ajmc.com/view/care-pathways-in-us-healthcare-settings-current-successes-and-limitations-and-future-challenges>

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## Technology – Scribe Services, Electronic Caregiver Services, Telehealth Helps Decrease Cost

- Scribe services can compress documentation time from 30 mins to 15 mins. This would give your staff 1 ½ hours of time back each day to do one more visit.
- Scripts pre-written work best.
- For Medicare patients supplement POC with Telehealth or Electronic Caregivers. (Check out Addison, Electronic Caregiver on YouTube)

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## This Is The Best Time To Be In Healthcare!



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## homehealth ADMINISTRATOR'S SUMMIT



### Thank you. Questions?

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In order to receive your continuing education certificate(s) for this program, you must complete the online evaluation. The link can be found in the continuing education section of the program guide.

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