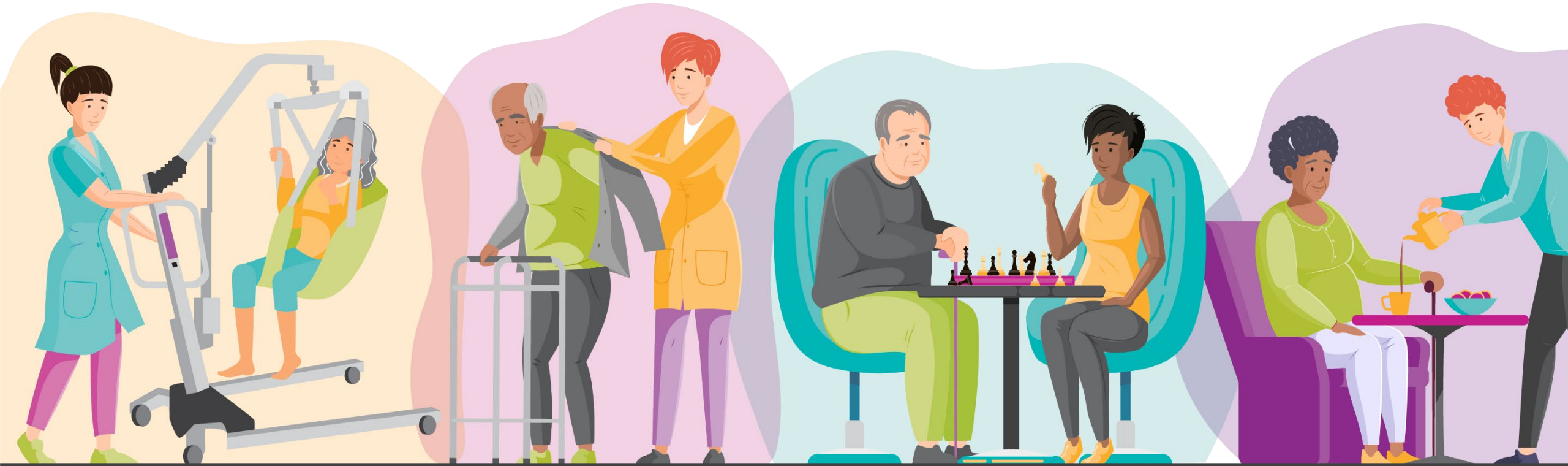




Help at Home.®

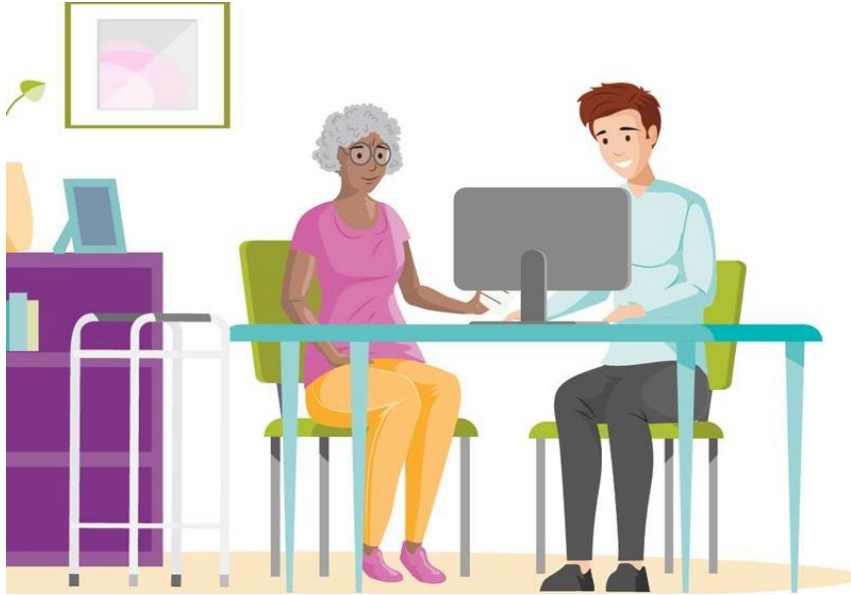
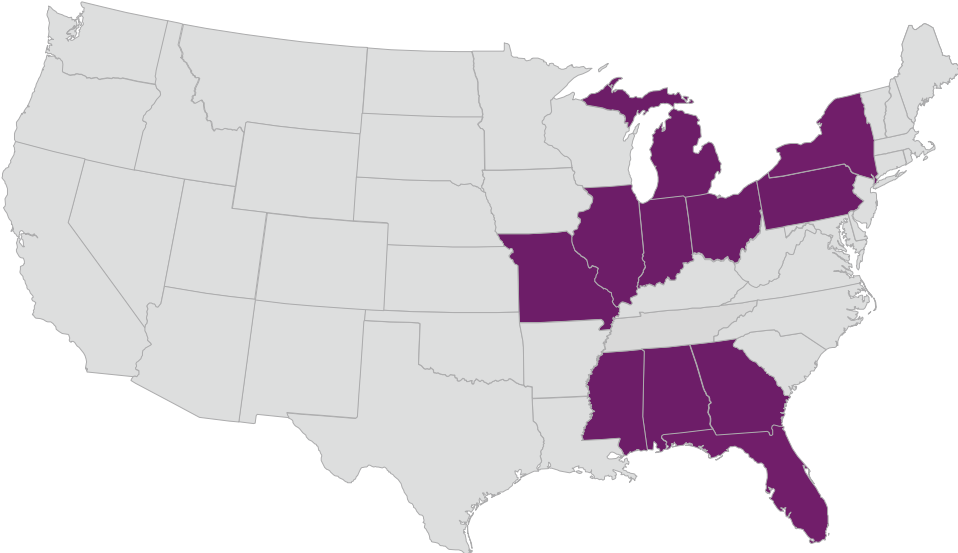
Care to Live Your Life.

Indiana Governor's Workforce Cabinet
December 15, 2022



Who We Are: Help At Home at a Glance

Largest provider of home-based, personal care – delivering high-quality, relationship-based activities of daily living supports to help seniors and the disabled remain in their homes with independence and dignity



#1

Medicaid-funded Home Care Provider



>66,000

Average Monthly Home Care Clients



>65mm

Home Care Hours per Year



20

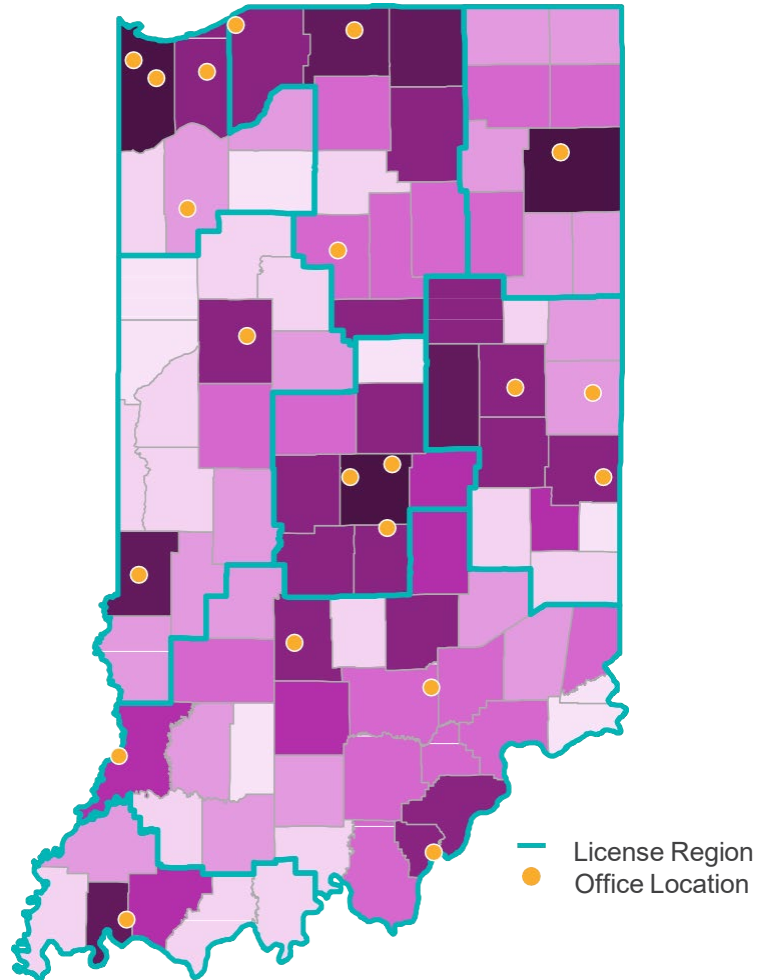
Average Hours per Week per Home Care Client Served



~4

Years Average Client Relationship

Who We Are: Help at Home in Indiana



#1

Home Care Provider
(Serving IN since 1999)

>3,200

Caregivers and Administrative Staff across
the State

>4,300

Average Monthly Home Care Clients

3.2M

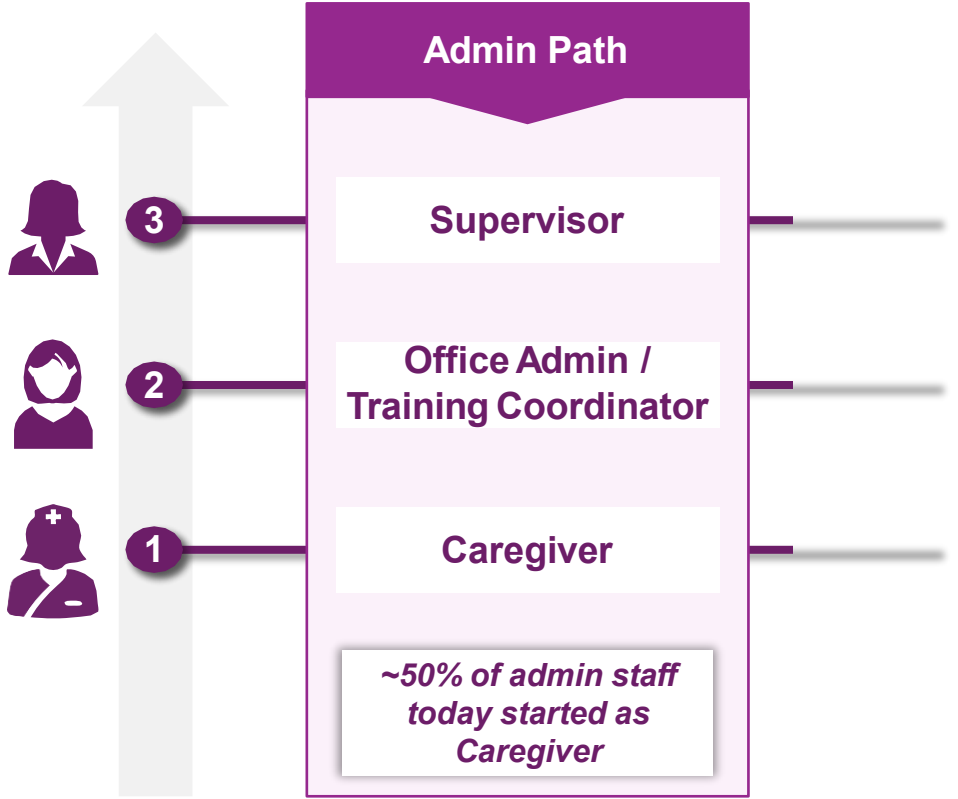
Home Care Hours per Year

Richmond Branch Office


147 Caregivers, Serving 233 Clients


Career Path for Caregivers

Career Trajectory



Enhanced Caregiver Engagement

 **87% enthusiastic** about their job and the work that they do

 **64% intends to stay with HAH** for at least the next 12 months

 **76% engaged** within Help at Home

Recognized by Forbes as a Best Employer in 2021 and 2022 for New Grads, For Women and Two-Time Best-in-State



Workforce Challenges: Caregiver Recruitment & Retention

Challenges finding & hiring sufficient direct care workers to keep up with demand

- Increasing demand for services: Indiana is projected to have an additional 83,900 job openings for home health and personal care aides by 2028 – due to both a rise in demand for these services and workers leaving the direct care industry¹

Inadequate Pay/Reimbursement

- Medicaid Reimbursement Rates Lag Private Pay Rates and Alternative Service Jobs (i.e., Walmart, Amazon)
 - Indiana's reimbursement rates for attendant care and homemaker services have not been adjusted since 2020

Pre-service Requirements (Home Health care workers)

- Goal is to assign caregivers to our clients as soon as possible after receiving a referral
- Agencies often face delays in staffing referrals timely waiting to confirm a potential hire's physicals and drug screens as well as obtaining and uploading required professional licenses; additional delays are caused waiting to confirm state-required COVID vaccination status

Nurse Supervisor Requirements for Home Health care workers

- The requirement to conduct in-person/in-home supervision of care workers limits number of supervision in a given week
- The flexibility to utilize remote oversight (telephonic and/or video-based) during the Public Health Emergency has proven much more efficient, allowing staff to oversee more caregivers in a week, and has had no negative impact on quality and/or interactions

¹PHI Workforce Data Center. <https://phinational.org/policy-research/workforce-data-center>

Workforce Development: Targeted Approach and Programs

Workforce Development Approach and Innovations

- Local recruiting teams embedded in community, driving local marketing efforts and “word of mouth” referrals
- Technology-enabled recruiting funnel increases candidates and removes friction points to streamline hiring
- Enhanced screening, credentialing and training facilitates on-boarding of high quality, dedicated caregivers

Employee Retention

- Help At Home caregiver retention remains nearly twice the industry average
- Culture of “caring for the caregiver,” including recognition through Caregiver of the Month, branch-level events and a dedicated Caregiver Emergency Fund
- Targeted recognition and support programs, including focusing on finding the right caregiver/client match, providing extra communication and targeted training to aid in preparation for initial caregiver/client visits, help caregivers navigate challenging situations and recognize and celebrate caregiver milestones and exemplary service

Potential Ideas for Indiana: Facilitating/Enhancing the Direct Care Workforce

Career Advancement for Caregivers

- Allow for “career laddering” to recognize differing levels of experience and skill sets with higher reimbursement levels and also, encourage direct care workers to pursue training for additional services

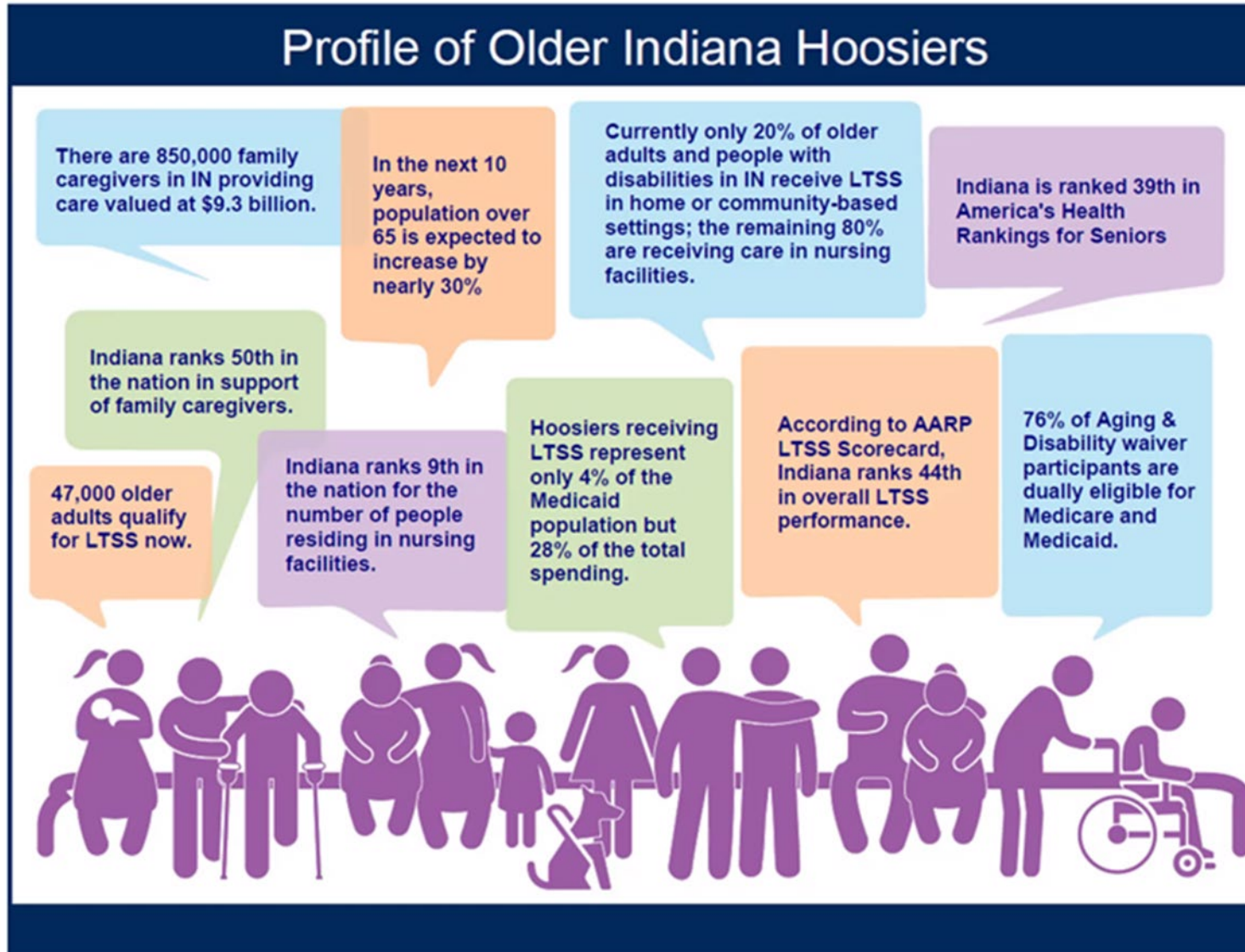
Extend & make permanent COVID/pandemic flexibilities

- Permit clinical nurse supervisors to continue to meet supervisory requirements via telephone and/or video
 - Remote supervision allows for greater number of supervisory “visits” to be conducted, reducing strain on staffing of clinically licensed employees, and reduces travel time expense and resource drain

Streamline training requirements

- Clarify adherence to state Medicaid rules for Medicaid-funded home and community based services (home care aides), eliminating confusion with federal Medicare requirements and helping to simplify the hiring process overall

Appendix



Source: ADvancing States