



# Conquering the Crisis: Proven Systems for Caregiver Recruiting and Retention in Home Care

## A Three-Part Webinar Series With Stephen Tweed

**If you can't find and keep caregivers, you can't serve your clients and grow your agency.**

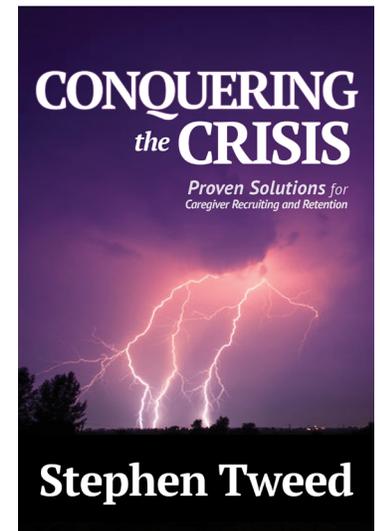
It's as simple as that. Today, there is a major crisis facing Home Care companies. There are simply not enough front-line caregivers to meet the huge demands of our aging population and a highly competitive in-home care marketplace.

This Caregiver Recruiting and Retention Crisis is causing major headaches for home care leaders. Clients and patients are upset with the lack of dependability and continuity. Caregivers are frustrated and turnover is huge. Schedulers are burning out from the stress. Supervisors and managers are fed-up. Salespeople are tentative because they can't sell services your agency can't deliver. And you are losing money because of unfilled shifts, missed visits, and lost patients and clients. All of this produces increased hassles, stress, and frustration for owners, CEOs, and leaders.

In this three-part interactive web conference, Stephen Tweed will give you specific, proven strategies for recruiting caregivers, retaining caregivers, and dealing with economically fragile caregivers. He'll lead you through interactive discussions and answer your questions.

**Objectives:** As a result of this program, participants will be able to...

1. Put in place your Caregiver Quality Recruiting System and apply the three-pronged approach to recruiting.
2. Understand and apply the principles of "Economically Fragile Caregivers" and understand how they stresses in their lives affect reliability, absenteeism, and turnover.
3. Improve 90-day Retention by applying the Caregiver Quality Retention System to keep your best caregivers.



## Course Outline

Register for all three webinars in the series for \$225 or individual webinars at \$99 each:

### **Session I – The Caregiver Quality Recruiting System**

**Tuesday, April 27, 2021 – 2:00 -3:30 pm eastern time**

A detailed discussion on proven ways to attract and hire high quality caregivers who want to work in our industry.

### **Session II – Understanding Economically Fragile Caregivers**

**Wednesday, May 12, 2021 – 2:00 -3:30 pm eastern time**

A detailed discussion of the characteristics of workers who work paycheck to paycheck and how companies can reduce the stress they face in their daily lives. The result is a more reliable and productive workforce.

### **Session III – The Caregiver Quality Retention System**

**Tuesday, May 25, 2021 – 2:00 – 3:30 pm eastern time.**

A detailed discussion of how turnover has exploded in the home care industry, how 80% of turnover happens in the first 90 days, and how you can create a retention system to keep your best caregivers.

### **About your Speaker:**

Stephen Tweed, CSP, is an internationally known health care and business strategist, award winning professional speaker, and published author. His newest book, *Conquering the Crisis* was published in July 2017 by Red Letter Publishing, Austin, TX. Stephen is currently CEO of Leading Home Care... a Tweed Jeffries company.

He is the Founder of The Home Care CEO Forum, a network of owners and CEOs of home care companies in the top 10% of the industry. He is also the creator of Caregiver Quality Assurance, a network of home care companies who collaborate on strategies to recruit, select, on-board, and retain high quality caregivers.

He can be reached at [www.leadinghomecare.com](http://www.leadinghomecare.com), [www.homecareCEO.com](http://www.homecareCEO.com), or [www.caregiverquality.com](http://www.caregiverquality.com) or [Stephen@leadinghomecare.com](mailto:Stephen@leadinghomecare.com).



The Association for Home & Hospice Care of North Carolina  
**Conquering the Crisis Proven Systems for Caregiver Recruiting and Retention in Home Care – a 3-Part Webinar Series with Stephen Tweed**

April 27, May 12, and May 25, 2021 | 2:00pm-3:30pm EST

**Confirmation:** Prior to the webinar, a Zoom link will be e-mailed to you. You will need to register through this link to attend the webinar. After registering via Zoom, you will receive a confirmation email which will include a join link to access the webinar, a dial-in number and an access code to listen in via telephone. You will also be sent any pertinent handouts if available.

**Registration Fee:** The registration fee covers one individual and one continuing education (CE) certificate (if applicable). Multiple site participation from individuals within your agency will require separate registration. For example: if your agency has paid for 1 participating registration but 3 people from your agency would like to attend and receive CE credit, your agency will need to pay a separate registration fee for all 3 participants. In addition, if your agency has sent in 1 registration but 3 people from your agency register through the Zoom link, your agency will be invoiced the registration fee for the additional 2 registrations. The handouts will be emailed to you to the email address you provide. Please feel free to provide an additional email address as a backup. If you would like to register more than 10 attendees from your agency, please contact richard@ahhcnc.org for discount group pricing.

**Cancellation and Substitution Policy:** Fees will be refunded, or invoices will be adjusted, only if written notice of cancellation is received by AHHC one week prior to the event. In the event of cancellation, AHHC will retain, or charge, 50% of the initial registration fee, per registrant, to cover administrative overhead. Once written cancellation is received, an AHHC staff member will review for approval. If your cancellation is approved, we will email back a signed and dated copy of the cancellation that your agency should retain on file in case of questions. Substitutions may be made up to the day of the event. Please contact Richard Lawrence if you have any questions at richard@ahhcnc.org.

**Recording:** The recordings for this webinar series will be made available for 30 days following the webinar.

Please Make Your Selection Below:				
	Session I - April 27	Session II - May 12	Session III - May 25	3-Part Series
Association Members	\$99 <input type="checkbox"/>	\$99 <input type="checkbox"/>	\$99 <input type="checkbox"/>	\$225 <input type="checkbox"/>
Potential Members	\$199 <input type="checkbox"/>	\$199 <input type="checkbox"/>	\$199 <input type="checkbox"/>	\$399 <input type="checkbox"/>

Amount Enclosed	
Attendee Name	
Agency Name	
Agency Address	
City State Zip	Phone
Attendee Email	Alternate Email

*If paying by check, please make payable to AHHC*

Credit Card Number	Exp. Date
Name (as it appears on card)	
Address of cardholder	
Email Address for CC receipt	
Signature (required)	

**Registration must be received in writing and will not be accepted without payment. Three easy ways to register:**

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| 1. | Online Registration - please visit <a href="http://www.ahhcnc.org/events">www.ahhcnc.org/events</a>                                      |
| 2. | Mail registration form with total registration fees (check or credit card) to:<br>AHHC, 3101 Industrial Dr., Ste. 204, Raleigh, NC 27609 |
| 3. | Fax form with total registration fees (credit card) and signature to 919.848.2355  |

Contact Richard Lawrence with questions: 919.848.3450 or [richard@ahhcnc.org](mailto:richard@ahhcnc.org)