

C A R E G I V E R T R E N D

REPORT



BEHIND THE DATA.

The stories, faces, and realities of caregivers.

“I have
a choice

22%

want to work for a
home care agency

\$1.00

CNA wage increase
over the past 12 months

18%

live below the
federal poverty line

BEHIND THE DATA

Caregiver First.

Brandi Kurtyka

CEO, MYCNAJOBS

This year's trend report is special. Our team went beyond surveying millions of caregivers. I personally sat down with caregivers, CNAs, and home health aides in a series of all-day focus groups. We laughed together, we cried together, and we learned together. My biggest takeaway is simple. Caregivers know they have more job options than ever. They're motivated by working hard for people that truly care about them. Want to get ahead this year? Become the place a caregiver wants to work.

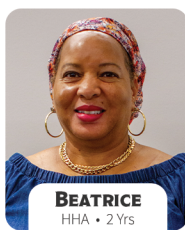




ASHLEY
HHA • 2 Yrs



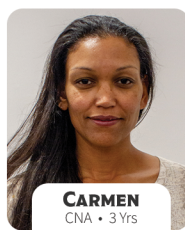
BARBARA
CNA • 3 Yrs



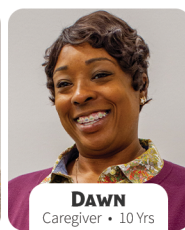
BEATRICE
HHA • 2 Yrs



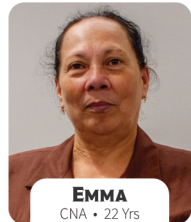
BUBACARR
CNA • 5 Yrs



CARMEN
CNA • 3 Yrs



DAWN
Caregiver • 10 Yrs



EMMA
CNA • 22 Yrs

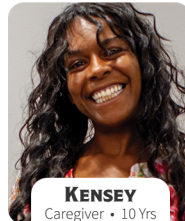


GLORIA
CNA • 10 Yrs

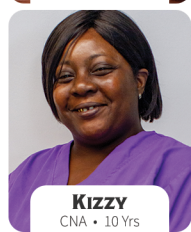


GLORY
Caregiver • 5 Yrs

24
Personal Interviews



KENSEY
Caregiver • 10 Yrs



KIZZY
CNA • 10 Yrs

400+
Companies Surveyed



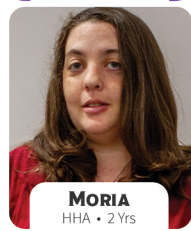
LEILA
Caregiver • 5 Yrs



LOUVENIA
Caregiver • 30 Yrs



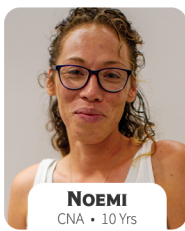
MARY
Caregiver • 10 Yrs



MORIA
HHA • 2 Yrs




MURNA
CNA • 10 Yrs



NOEMI
CNA • 10 Yrs

2.5M+
Caregivers Surveyed



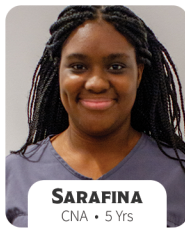
OLGA
CNA • 10 Yrs



ROSAMOND
CNA • 5 Yrs



SANDY
CNA • 10 Yrs



SARAFINA
CNA • 5 Yrs



TORI
Caregiver • 3 Yrs

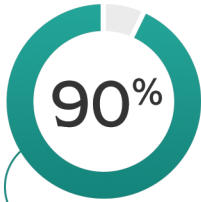


WYLEAN
HHA • 10 Yrs



ZORAIDA
Caregiver • 2 Yrs

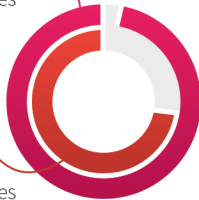
WE ARE HIRING



of **senior living** executives are concerned about recruitment

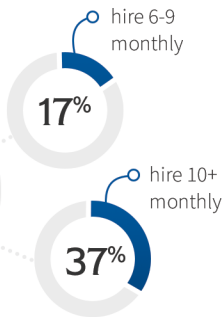
98%

of **home care** executives are concerned about recruitment



72%

of **home care** executives are **EXTREMELY** concerned about recruitment



of **companies surveyed** hire 5 or fewer caregivers each month

61%

of home care agencies report turning down a case within the past 60 days due to lack of staff

Weekly Interviews Conducted

Recruitment competition is strong & unemployment is low

5 OR LESS
50%

6-9
20%

10+
30%

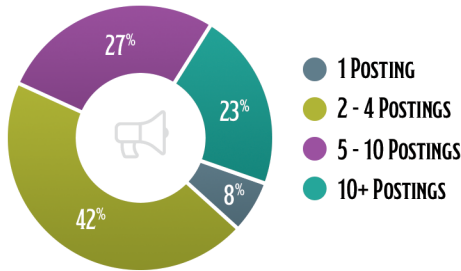


Job Post Trends

Fifty-percent of home care agencies post **fewer than four** total jobs each month yet **seventy-two percent** report needing to hire **five or more** caregivers each month to meet business demands.

OPPORTUNITY

of Jobs Posted Monthly



OPPORTUNITY

Recruitment Communication Trends



RESPOND TO EMAIL **3-8%**



RESPOND TO PHONE CALLS **10-20%**



Ask us about a free pilot to TextShout.com

RESPOND TO TEXT MESSAGING **20-30%**

but there's opportunity!

OPPORTUNITY



I don't answer the phone if I don't know who's calling.

Carmen

CAREGIVER • 3 YRS



Only 57% of companies report using texting to recruit today.

WOW.

OPPORTUNITY

Content is King

In a random sample of 100 job posts on www.myCNAjobs.com, sixty-five percent of posts contained more screening and requirements verbiage than verbiage describing the benefits and opportunity.

Need more applicants?

TIP

Focus eighty-percent of job content on "what's in it for the caregiver"

FROM THE SOURCE

“I Have A Choice”

I like to work for many different types of companies.



Dawn

CAREGIVER • 10 YRS



3+ Weekly

Average number of recruiting calls received



If you don't like the environment you work in, just keep searching. That's what I do. I put myself with the right client. I have a choice.



Sandy

CNA • 10 YRS



I pick and choose when I want to work and where I want to go.



Rosamond

CNA • 5 YRS



I tend to like bigger companies. Why? There are more opportunities there. I also like to travel and move to many different areas.



Bubacarr

CNA • 5 YRS

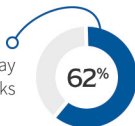
I'm going to work for companies that don't cost money to work for.



Noemi

CNA • 10 YRS

of home care agencies don't pay for required background checks

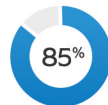


I want to work where I can get overtime hours.



Kensey

CAREGIVER • 10 YRS



of caregivers want overtime hours to earn more money

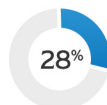


I've seen many CNAs come and go over the years - there are a lot of options.



Emma

CNA • 22 YRS



of companies report having an active mentorship program



67%

of home care agencies don't pay for required pre-employment screenings

home care agencies report not paying for orientation training hours

15%

Caregivers Report Where do you want to work?

8% SKILLED NURSING

18% ASSISTED LIVING

22% HOME CARE AGENCY

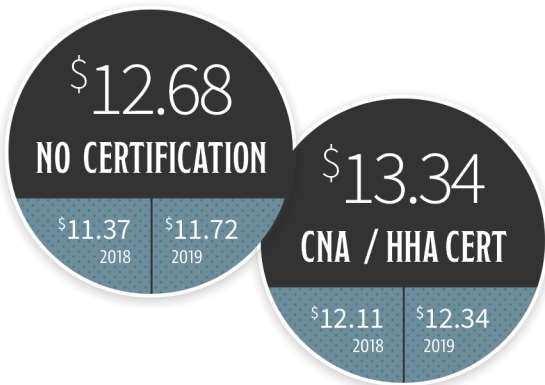
23% HOSPITAL

29% PRIVATE FAMILY

What Are
You Willing to
Work For?

Pay Trends

2020 National Averages



55%

of caregivers report not receiving a wage increase over the past 12 months

38%

of home care agencies do not offer tenure-based pay incentives

85%

of caregivers want overtime hours to earn more money

	NO CERT	CNA / HHA
ALABAMA	\$11.11	\$11.55
ALASKA	\$14.56	\$15.37
ARIZONA	\$13.04	\$13.96
ARKANSAS	\$11.33	\$11.90
CALIFORNIA	\$14.40	\$15.27
COLORADO	\$13.71	\$14.77
CONNECTICUT	\$13.72	\$14.21
DELAWARE	\$12.60	\$13.47
DC	\$14.78	\$14.94
FLORIDA	\$12.54	\$13.01
GEORGIA	\$11.99	\$12.17
HAWAII	\$14.46	\$15.81
IDAHO	\$11.51	\$12.83
ILLINOIS	\$12.95	\$13.59
INDIANA	\$12.00	\$13.18
IOWA	\$12.74	\$13.96
KANSAS	\$11.91	\$12.40
KENTUCKY	\$12.04	\$12.89
LOUISIANA	\$10.81	\$11.16
MAINE	\$13.74	\$14.35
MARYLAND	\$13.73	\$14.01
MASSACHUSETTS	\$14.78	\$15.35
MICHIGAN	\$12.13	\$13.23
MINNESOTA	\$14.04	\$14.71

I do this job because I care and I do the best job I can. But, I still need to survive. I used to be homeless. Someone helped me get off the the street and get my CNA.



Rosamond
CNA • 5 YRS

I can't do daily pay. I love shoes! Weekly pay is better for me.



Zoraida
CAREGIVER • 2 YRS

Senior care companies are vying for workers amid historic low levels of unemployment, the gig economy is luring away caregivers, and major chains are now paying a wage premium with benefits to attract and retain talent. This shift was confirmed in our annual wage analysis. Each year, we ask millions of care workers a simple question, "what are you willing to work for"?



Brandi
CEO • MYCNAJOBS

MISSISSIPPI	\$10.73	\$11.25
MISSOURI	\$11.80	\$12.46
MONTANA	\$12.73	\$13.50
NEBRASKA	\$12.50	\$13.69
NEVADA	\$12.68	\$13.67
NEW HAMPSHIRE	\$13.98	\$15.28
NEW JERSEY	\$13.92	\$14.21
NEW MEXICO	\$11.99	\$13.38
NEW YORK	\$14.44	\$14.66
NORTH CAROLINA	\$11.60	\$11.92
NORTH DAKOTA	\$14.14	\$15.06
OHIO	\$11.80	\$12.49
OKLAHOMA	\$11.58	\$12.19
OREGON	\$13.77	\$15.44
PENNSYLVANIA	\$12.29	\$13.46
RHODE ISLAND	\$13.98	\$14.97
SOUTH CAROLINA	\$11.57	\$12.21
SOUTH DAKOTA	\$12.43	\$14.05
TENNESSEE	\$11.47	\$12.45
TEXAS	\$11.91	\$13.00
UTAH	\$13.09	\$13.28
VERMONT	\$14.32	\$14.79
VIRGINIA	\$12.36	\$12.53
WASHINGTON	\$14.41	\$15.73
WEST VIRGINIA	\$10.76	\$12.11
WISCONSIN	\$12.32	\$13.54
WYOMING	\$12.54	\$13.66

- Above National Average
- Below National Average

Regional Wage Benchmarking Portal

 myCNAjobs.com/pay

INTERVIEW SHOW OR NO SHOW?

Companies ghost us all the time. They don't help me get hours if my client passes away...



0%

of companies reported having a **poor** online reputation



GHOSTING

noun [goh-sting]

the practice of ending a personal relationship with someone by suddenly and without explanation withdrawing from all communication



Search

100%

of focus group participants reported searching a company's **online reputation** prior to an interview

65%

of companies reported interview **NO-SHOWS** as their top recruitment challenge



CEO INSIGHT

Interview ghosting was explored in-depth. The overall theme of no-shows centered around commitment, opportunity, and online reviews. Care workers feel that companies don't commit to and care about them individually. It was also highlighted that often times a caregiver can get another job faster and may already be working by the time an interview is scheduled. Caregivers reported researching a company after committing to an interview. If the reviews are poor, there's a higher likelihood of not attending.

Brandi CEO • MYCNAJOBS



“ ”



I look at the good and bad reviews. If the good are outweighing the bad, then I'm interested.

Sarafina CNA • 5 yrs

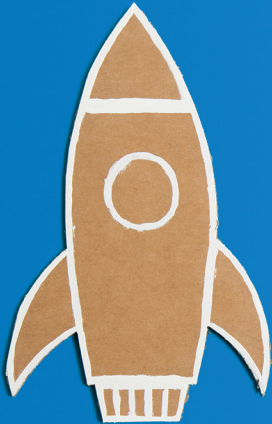


88%

of home care agencies **don't** guarantee hours

TOP REPORTED REASONS CAREGIVERS LEAVE A JOB

1. Different Hours
2. More Money & Benefits
3. Client Relationship



Home Care Tip

Keep a pulse on what's happening in the home, build programs to foster positive client and caregiver relationships, and pay attention to the hours a caregiver is *working* and the hours they *actually want to work*.

RETENTION

noun [re-ten-shun]

Employee retention refers to the ability of an organization to retain its employees.

81% Median Caregiver Turnover
(Source: Home Care Pulse Benchmarking Study)



I love my patients.
It's what keeps me.

Murna HHA · 10 yrs



They made me a leader.
I've been a CNA with
one company for 22 years.

Emma CNA | 22yrs



100%

of focus group participants that had been retained by a company for **MORE THAN 1 YEAR**, reported **CAREER GROWTH OPPORTUNITIES**

Do you offer grief counseling for your care staff?



53% No



26% Sometimes



The job is tough. Will you talk to us more?



Christina I've been doing this work for 20 years...it's very rare that we caregivers hear that we are appreciated. But I wouldn't change a thing. I love what I do! Thanks for looking out for us [myCNAjobs](#).

22



Nobody asks about my day.

Emma

CNA • 22 YRS

IDEA

On-the-job injury rates are **HIGHER** than the mining & oil industry!





"I've been hit, spit on, scratched, and bit. With Alzheimer's patients you're always in for it"

Sandy

CNA • 10 YRS

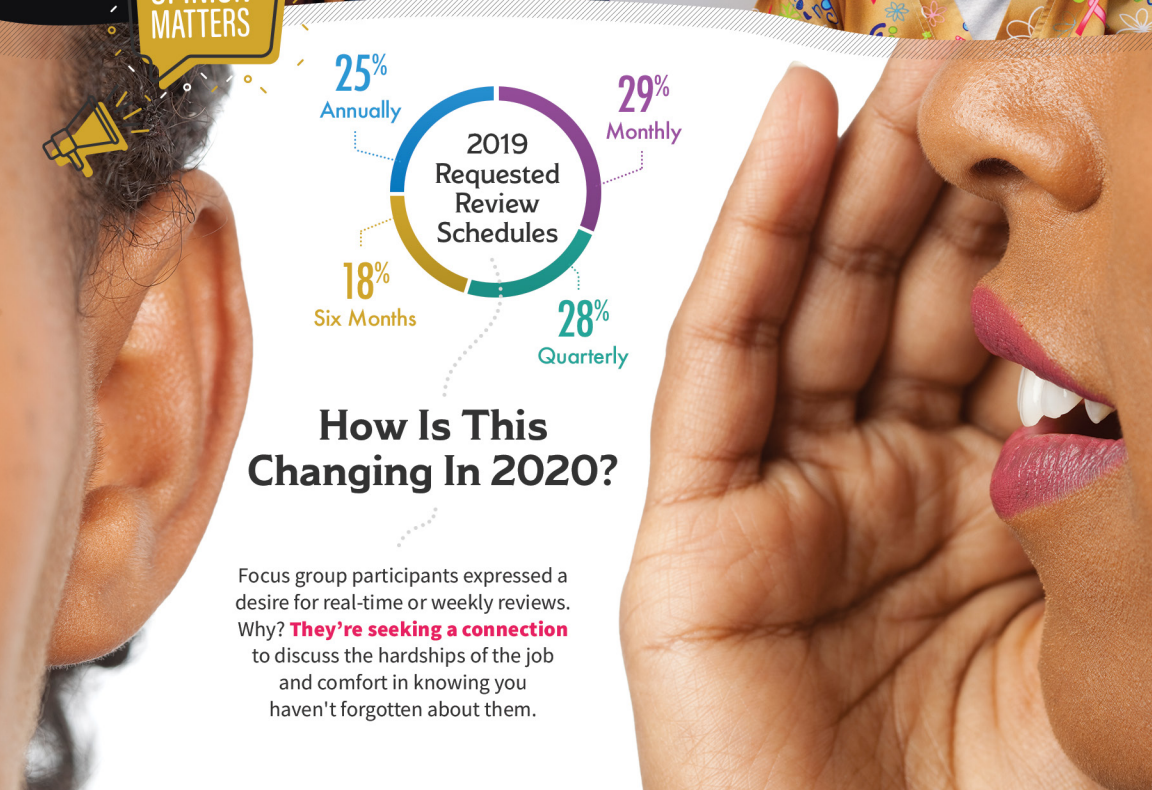


YOUR
OPINION
MATTERS



How Is This Changing In 2020?

Focus group participants expressed a desire for real-time or weekly reviews. Why? **They're seeking a connection** to discuss the hardships of the job and comfort in knowing you haven't forgotten about them.



Meanwhile at a skilled nursing facility,
an advisor addresses the CNAs ...

WHY DO YOU THINK ONLY
26% OF CAREGIVERS
AND CNAs WANT TO
WORK IN A SKILLED
NURSING OR
ASSISTING
LIVING
SETTING?

I CAN'T
DELIVER GOOD
CARE WHEN
I'M EXPECTED
TO SPEND NO
MORE THAN
6-8 MINUTES
PER PATIENT

I'M NOT A
GLUTTON FOR
PUNISHMENT

I HOPE TO BE OUT OF
THIS INDUSTRY IN THE
NEXT YEAR

THE NEW
WATER PARK DOWN
THE STREET PAYS
MORE! I'VE GOT
KIDS TO FEED.

YOU CAN'T DO THIS JOB
WHEN YOU GET TO BE MY AGE


MY BACK IS GONE!

I WAS GOING TO ASK
WHAT YOU THOUGHT
OF WORKING HERE...
BUT I THINK I CAN
ALREADY GUESS



WE INVITE YOU TO PROMOTE YOUR BUSINESS TO THE

Largest Caregiver Network in the Nation

 (312) 566-8520

 www.myCNAjobs.com/hire



Heather

CAREGIVER • 5 YRS



Behind The Data.

CAREGIVER TREND REPORT

Healthcare Research LLC is not responsible for the usage of data or the result of strategies implemented due to the usage of data. It's the responsibility of the reviewer to ensure employment programs meet state and federal requirements.