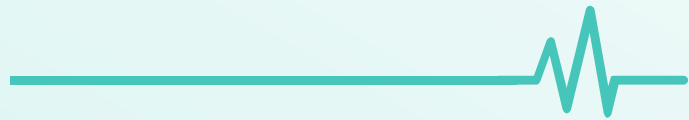


AZNHA Conference



Presenter: Laurie Wallner
Paychex/Sterling Administration
Owner: Any Lab Test Now/Tucson
Partnering with Lisa Kilwein & Darren Griffith

PAYCHEX



Current State of The Home Health Industry



SHORTAGE OF WORKERS

\$103 Billion Dollar home health care Industry is in a current crisis due to shortage of workers.



GROWTH

Overall employment of health care workers will grow by 41% between 2016 to 2026 translating to 7.6 million new job openings



WAGE CAPS

Wage caps from Government assistance programs hamper Home Health Care employers



PAY

One of the lowest paid jobs in the Nation



IMPACT

Decreases to Immigration impacts HHC job pools



BENEFITS

Lack of Benefits is a driving factor for the employee crisis



KEY AREAS OF FOCUS



How to motivate a millennial



Why they leave..



Choosing the right Coaches



How to sell your values and strategy




Turnover happens, how to keep them longer



Monopoly vs Fortnite

Gen Xer's and Baby Boomers vs: Gen Y and Millennials



- 
- Command and Control Management Style
 - Individually Focused Work
 - Managed flow of information
 - Job Security
 - Work=Income
 - Structure
 - Inward Looking (WIFM)
 - Influence is derived through organization, position



- Active, Involved Leadership
- Collaborative, Teamwork
- Unstructured flow of information
- Employability
- Work=Income and personal Enrichment
- No Structure; Flexibility is highly valued
- Outward Looking
- Influenced through Networks and Communities
- Consistent Feedback

Here are the facts:
You can't ignore them. You have one option...
Participate and engage with them.



Why Do Caregivers Leave?

- **Inconsistent Patient Assignments**
- **Part time wanting full time**
- **Lack of Scheduling flexibility**
- **Workplace Injuries**
- **Unengaged Millennials and those working for a Chain owned for profit Agency**
- **Supervisor (Coach)**
- **Working Conditions**
- **Wages and Benefits**



What Makes A Great Coach...



- Strong Communication Skills
- Ability to leverage Technology
- Ability to Value Others
- Curiosity
- Flexibility
- Focus on the Safety and Support of their team
- Continuous Client and Caregiver Touchpoints

Selling the Value of your Company

- Brand your employee's
- Know your Mission, Live your Mission
- Consistently Gain Feedback
- Respect Work life Balance
- Celebrate Often
- Reward Excellence
- Celebrate Success Weekly



Wages And Benefits

- Sell Every Benefit Often!
- Yes, You need to offer Health Insurance
- 401K
- HSA (Employer Contribution Option), FSA
- Vision, Dental, Vision, STD
- Employee Discount Programs
- Vacation and Sick Time
- Company Sponsored Health Programs
- Child Care



Hiring Incentives That Work for YOU!

Billions of dollars in tax credits go unclaimed each year due to companies not knowing they qualified, or deciding they don't have the experience or time to handle the paperwork involved. Don't leave that money on the table due to complex requirements.

Targeted Groups

| | |
|---|--|
| Veterans | Vocational rehabilitation referrals |
| TANF recipients (Temporary Assistance for Needy Families) | Supplemental security income recipients |
| Ex-felons | Summer youth employees (16 or 17 year-olds residing in Empowerment Zones) |
| SNAP (food stamp) recipients | Long-term unemployed <small>*Individuals certified by a designated local agency as enduring a period of unemployment of at least 27 consecutive weeks, in which he or she received state or federal unemployment wages.</small> |
| Designated community residents (living in federal zones and/or renewal communities) | Discretionary State and Local Programs |

*In the first year, an employer may claim a tax credit equal to **40%** of the new hires first year wages up to the maximum tax credit. The maximum tax credit is between **\$1,200 and \$9,600** depending on eligible target group.*



THANKS FOR YOUR ATTENTION

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