AZNHA Conference

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## Current State of The Home Health Industry

<table>
<thead>
<tr>
<th>SHORTAGE OF WORKERS</th>
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<tbody>
<tr>
<td>$103 Billion Dollar home health care Industry is in a current crisis due to shortage of workers.</td>
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<table>
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<th>WAGE CAPS</th>
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<td>Wage caps from Government assistance programs hamper Home Health Care employers</td>
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<th>IMPACT</th>
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<tbody>
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<td>Decreases to Immigration impacts HHC job pools</td>
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<th>GROWTH</th>
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<tr>
<td>Overall employment of health care workers will grow by 41% between 2016 to 2026 translating to 7.6 million new job openings</td>
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<th>PAY</th>
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<td>One of the lowest paid jobs in the Nation</td>
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<th>BENEFITS</th>
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<td>Lack of Benefits is a driving factor for the employee crisis</td>
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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
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
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.

### Targeted Groups

<table>
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<tr>
<th>Veterans</th>
<th>Vocational rehabilitation referrals</th>
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<tr>
<td>TANF recipients (Temporary Assistance for Needy Families)</td>
<td>Supplemental security income recipients</td>
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<tr>
<td>Ex-felons</td>
<td>Summer youth employees (16 or 17 year-olds residing in Empowerment Zones)</td>
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<tr>
<td>SNAP (food stamp) recipients</td>
<td>Long-term unemployed</td>
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<tr>
<td></td>
<td><em>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.</em></td>
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<tr>
<td>Designated community residents (living in federal zones and/or renewal communities)</td>
<td>Discretionary State and Local Programs</td>
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THANKS FOR YOUR ATTENTION

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