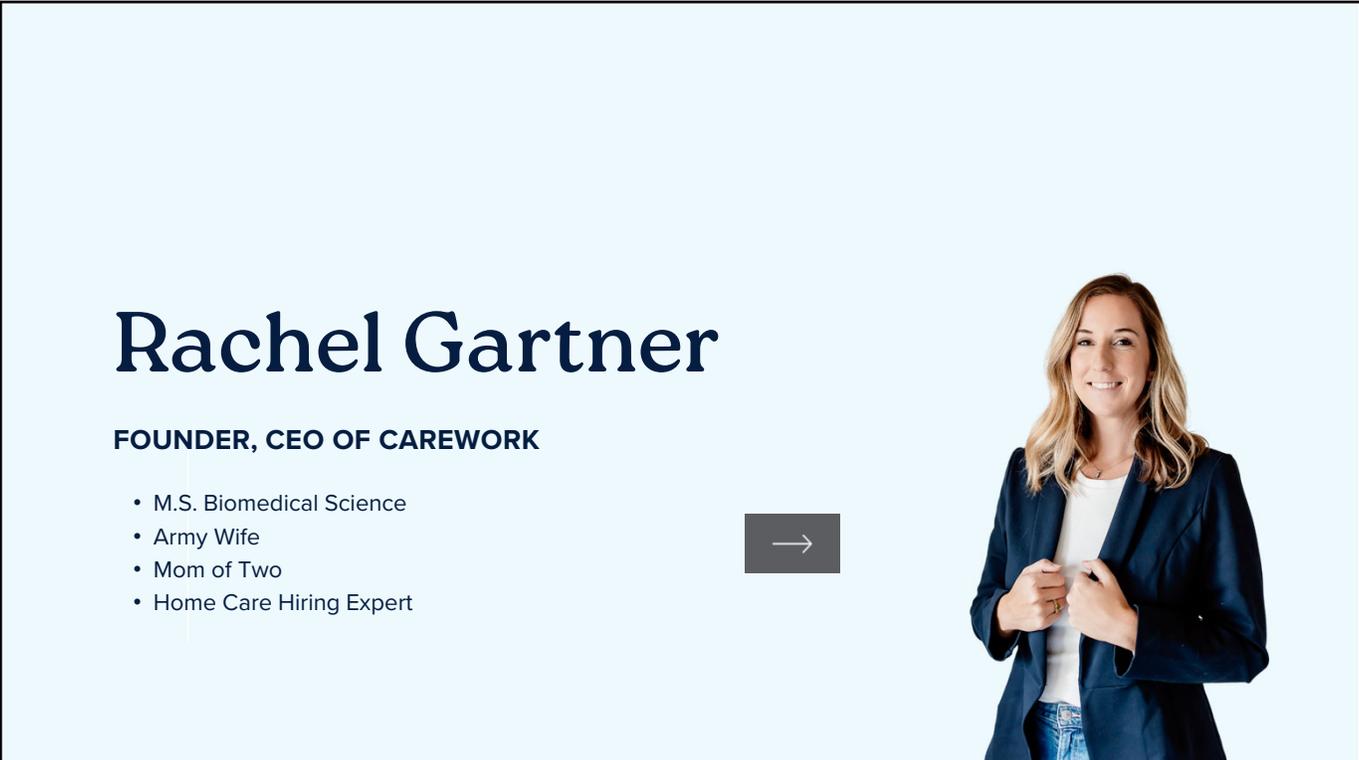


A graphic with a light blue background. On the left, there is a dark blue circle containing a white bar chart with an upward-pointing arrow. To the right of the circle, the text "Scalable Home Care Hiring" is written in a large, bold, white serif font. Below this, "RACHEL GARTNER" is written in a smaller, white, all-caps sans-serif font. In the bottom right corner, the Carework logo is displayed, consisting of a white house icon with a heart inside, followed by the word "Carework" in a white sans-serif font.

Scalable Home Care Hiring

RACHEL GARTNER

Carework

A bio slide for Rachel Gartner. On the left, her name "Rachel Gartner" is written in a large, dark blue serif font. Below it, "FOUNDER, CEO OF CAREWORK" is written in a smaller, dark blue, all-caps sans-serif font. Underneath is a bulleted list of her credentials: "M.S. Biomedical Science", "Army Wife", "Mom of Two", and "Home Care Hiring Expert". To the right of the list is a dark grey square button with a white right-pointing arrow. On the right side of the slide is a photograph of Rachel Gartner, a woman with blonde hair, wearing a dark blue blazer over a white top and blue jeans, smiling.

Rachel Gartner

FOUNDER, CEO OF CAREWORK

- M.S. Biomedical Science
- Army Wife
- Mom of Two
- Home Care Hiring Expert

→



Carework

The Home Care Hiring Experts

7+ Years of Data

We update our reporting and metrics for all of our clients on a weekly basis

30,000+ Hires

We've processed hundreds of thousands of applicants for our clients across the U.S., leading to over 30,000 hires

70+ Recruiters

We currently have ~70 part-time recruiters across the U.S.

We function as the recruiting team for our clients, working on various job platforms 7 days a week and personally contacting each applicant.

OUR FOUNDATION:

We prioritize the caregiver's needs and improve their experience at every step, building a caregiver first hiring process



What does Caregiver First mean?

- ✓ **It means being respectful, not judgemental.**

We don't do caregiver first hiring methods with an attitude of judgement.

- ✓ **It means risking your time, not theirs.**

Someone has to risk "wasting time" in the hiring process because there's a chance it might not work out. When it comes down to it, risk your time, not theirs.

- ✓ **It means carrying the mental load for them.**

Send reminders, call to follow up, offer grace if something isn't done.

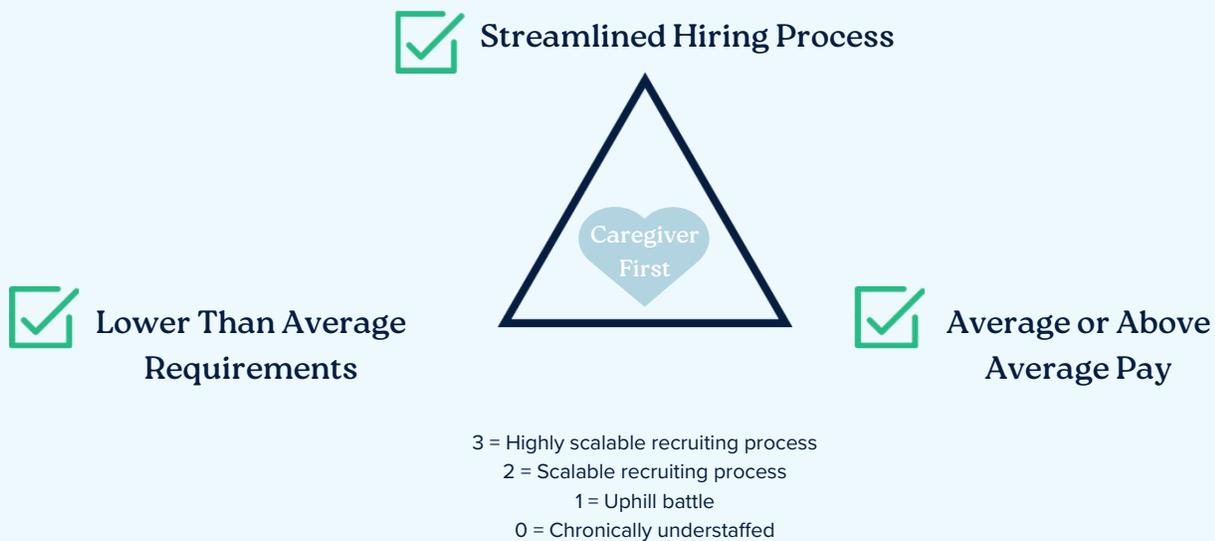
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OUR GOAL:

To measure & improve every step of the hiring process so you can hire more caregivers and grow your business



The Scalable Recruiting Triangle



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△ Streamlined Hiring Process

What Does 'Streamlined' Actually Mean?

A streamlined hiring process moves the right candidates forward quickly and clearly without bottlenecks, burnout, or the need for constant oversight from your team.



△ Streamlined Hiring Process

“Will This Step Actually Make a Difference In Who We Hire?”

- Filter every step through this question
- Does this improve hire quality or just make you feel thorough?
- Does this improve hiring results or just feel better?
- Remove legacy steps that don't impact hiring outcomes

△ Average or Above Average Pay

Data-Based Pay & Benefits

- **Ask caregivers what they really want**
 - Use surveys or 1-on-1s to evaluate preferences
 - Only offer what's meaningful; skip perks no one uses
 - Do a company-wide survey at least yearly
 - When possible, do an “exit interview” survey with caregivers who quit/no-show
 - Consider financial literacy - meet them where they are
- **Evaluate your market**
 - We do not recommend “mystery shopping” as it can really sour your relationship with other agencies in your area
 - Instead, go look at online job ads in your area and make a list of their listed pay.

△ Lower Than Average Requirements

The Core Tradeoff

“You can’t have premium expectations on a budget.”

- Every requirement narrows the very top of your hiring funnel, which means it compounds through your entire hiring funnel
- Quality demands either higher pay or lower barriers
- You can’t scale with mismatched expectations

**Can’t afford to have the highest requirements?
Focus on your training & support for new hires!**

Quality through Quantity

Quality and quantity are not opposed

Creating a high-quality recruiting funnel is not the same as “hiring anyone with a pulse”

We don’t have a crystal ball!

How many times have you had a great interview, but then the caregiver never worked a shift? How many questionable interviews turned into great caregivers for your agency?

When you have quantity, you find quality

When you have qualified caregivers walking through your door, you have the ability to be particular about who you hire AND meet your business growth goals.

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ARE YOUR UNIT ECONOMICS SCALABLE?

(avg hours a hire works * hourly rate you charge)

*

% of the budget allocated to hiring

e.g. You want to spend 2% of your revenue on hiring
 Your average caregiver works 1200 hours at your agency
 You charge \$42/hour for your services

$$(1200 * 42) * .02 = 1,008$$

Cost Per Hire Target: \$1,008

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ARE YOUR UNIT ECONOMICS SCALABLE?

Retention +
 Effective
 Scheduling



(avg hours a hire works * hourly rate you charge)

*

% of the budget allocated to hiring



Premium Rates For
 Premium Service

e.g. You want to spend 2% of your revenue on hiring
 Your average caregiver works 1200 hours at your agency
 You charge \$42/hour for your services

$$(1200 * 42) * .02 = 1,008$$

Cost Per Hire Target: \$1,008

This is how the most successful agencies bring it all together to dominate their market and scale effectively without compromising quality.

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Questions??

Carework can be your:

- *scalable recruiting team
- *dedicated recruiter
- *executive assistant (part-time for any role you need)

The flexible team you need to grow your business.

www.careworkus.com

