# Technology Solutions for Staffing, Retention and Workforce Development

The care at home industry has consistently dealt with the impacts of staffing challenges as organizations seek to grow their business and properly care for people in need. The issues of staffing, retention and workforce development are cited in survey after survey and studied in report after report. It has been a persistent problem, but now there are also solutions from the expert team at Axxess, the leading technology innovator for healthcare at home. Founder and CEO John Olajide has led the way in developing solutions that will serve the care at home industry so that organizations can find and keep the staff they want to grow and help provide the highest quality care.

Axxess

Question: When did you recognize the problem around staffing, retention and workforce development in the care at home industry?

John Olajide: It was clear to me from my first experience in home health 20 years ago that this was an issue. And that is reinforced by dozens of data points including a 2020 HomeCare magazine survey that showed recruiting staff was by far the top challenge, followed by retention and training. I've seen the industry report turnover rates that were simply too high to sustain the kind of skill level that is needed to deliver quality care.

WHAT IS YOUR
**GREATEST
STAFFING
CHALLENGE?**

Recruiting	**63%**
Retention	**24%**
Other	**8%**
Training/Compliance	**5%**

0%   100%
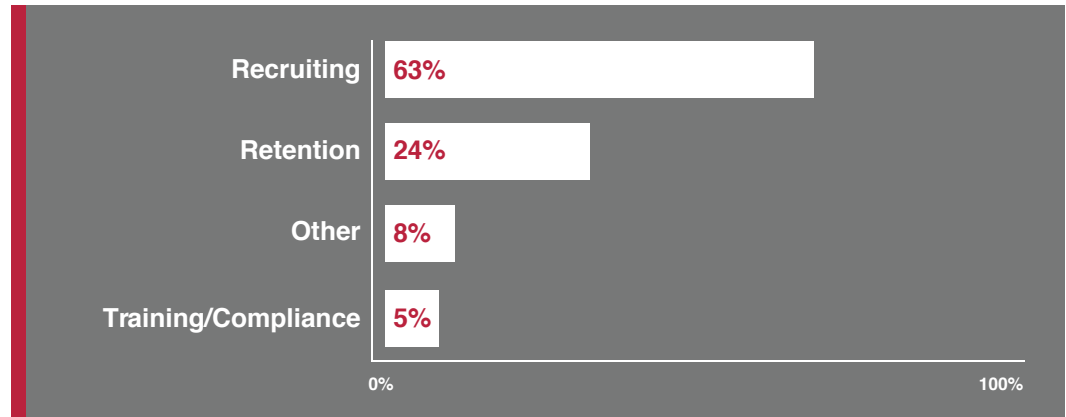
Source: HomeCare Magazine 2021 Salary & Benefits Survey

Q: Demand for in-home care is only increasing because of the aging U.S. population. What should organizations start doing to meet that demand?

Olajide: To solve a problem, you must recognize that it is happening. That's where data from a technology solution can help immediately. Monitoring staffing metrics and workforce satisfaction is vital right now. You need to have insight into the optimal staff-to-patient ratios so that you can deliver quality care to patients and not burn out staff. Demand in a post-COVID world is only going to increase, and the shift to value-based care is also starting to attract interest from other players in the healthcare continuum who are looking for a way to maximize their reach.

Q: What is different about the conversation Axxess is having with clients regarding staffing, retention and workforce development?

Olajide: We are always listening to our clients and looking for ways to solve problems for them so they can focus on patient care. They have told us about their issues and we've told them that the right technology can be the solution. All our software is built by experts who know how to design a compliant workflow that users will actually enjoy. It's also why we built a first of its kind certification program that our clients can use to train and onboard their entire staff.

Q: How does the Axxess Certification Program work? And what does it do for organizations?

Olajide: Axxess recognizes that it takes five-star talent to build five-star organizations. Our online certification program leverages industry expertise alongside Axxess solution training for staff and leadership. It's a tool to onboard staff in home health, home care and hospice along three different tracks: clinical, operational and financial. Leaders can have confidence that everyone obtains a certain level of competency and quality. We're helping professionalize the workforce and give organizations a way to retain their staff through advancement and development opportunities. That's something that many organizations have said they need to keep staff from going somewhere else.
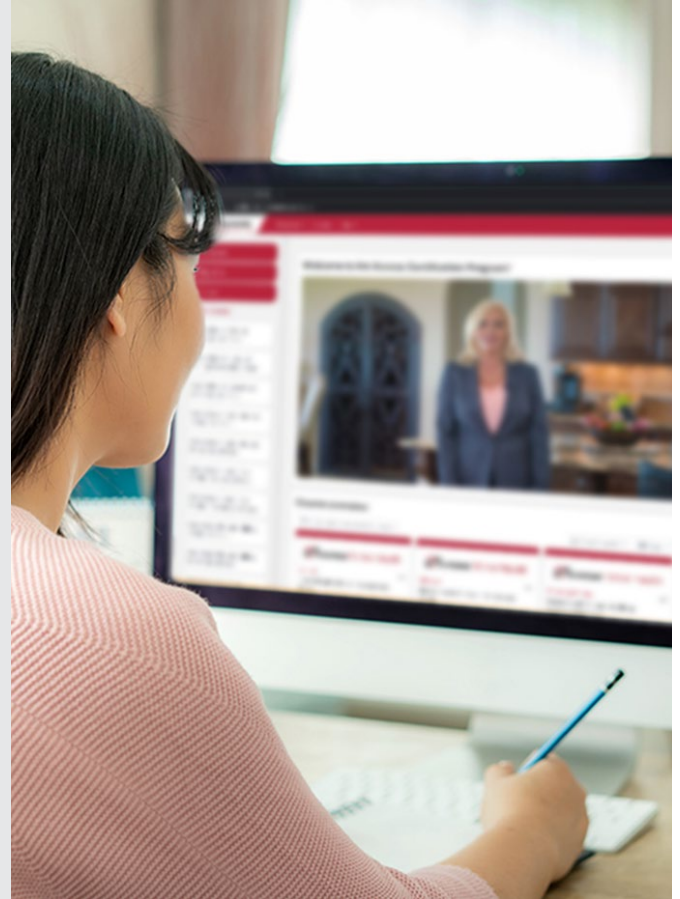
60% of caregivers prefer online to in-person training

Source: "In-Home Caregivers Prefer Virtual Training." Corridor, Nov. 2020

Q: Staffing has been a challenge for decades but Axxess has taken an approach to the solution that's unique. What was the inspiration for Axxess CARE?

Olajide: For us, the industry's staffing challenges are really about marketplace optimization. It is important to match caregivers with the right skills at the right time to meet patients' needs. Axxess CARE does that by creating a network of clinicians that any organization can tap into to help cover a patient's visit. It's integrated with our home health software and everyone on the platform has been thoroughly reviewed through several background and verification methods so there's built-in trust that the person you use is qualified. Organizations that use it see a lot of success.

80%

of Home-Based Providers Say Churn Affects **Their Bottom Line**

Source: "Caregiver Churn Remains Key Challenge for Home-Based Care Providers." Home Health Care News, June 2021

Q: What kind of success has there been with Axxess CARE?

Olajide: An organization in Illinois recognized the value of Axxess CARE early on and they have seen tremendous success. They used their full-time staff and tapped into the Axxess CARE network to expand their service area into Wisconsin in just six months. That's the kind of rapid growth that's possible. Another organization in Texas started integrating Axxess CARE into its employee onboarding. They have clinicians sign up with Axxess CARE from day one because it's a way to help staff stay engaged and have flexibility in their schedule. Happier employees can lead to happier patients who fill out those important CAHPS surveys.

Q: It almost sounds too good to be true.

Olajide: It's not. Axxess CARE really works and clinicians on the app have helped complete more than 50,000 visits nationwide. When someone asks me about the risk of losing staff to another organization, I tell them 'Would you rather only fill X% of your referrals and keep your clinicians to yourself, or fill 100% of your referrals and improve clinician retention and

satisfaction?' They all immediately get it and want to try Axxess CARE because they realize that the technology optimizes the marketplace. This is empowering staff to provide care they love in a way that's convenient to them.

Q: What's the takeaway people should know about Axxess' approach to technology to solve staffing, retention and workforce development issues?

Olajide: Investing in your people does provide a long-term return. Technology is the most efficient way to scale your retention and workforce development operations to avoid staffing challenges. Having an intelligent workflow created by an expert who's been there can make staff happier. Patients are happier when the staff is happier and employees stay engaged and loyal when leadership provides them opportunities for growth personally and professionally. Through our Axxess Certification Program, we have online training and education that can help staff develop their skills and confidence. With Axxess CARE, we are helping rethink the talent marketplace so organizations can give employees flexibility to provide care that is convenient to them. It's a win-win for everyone.
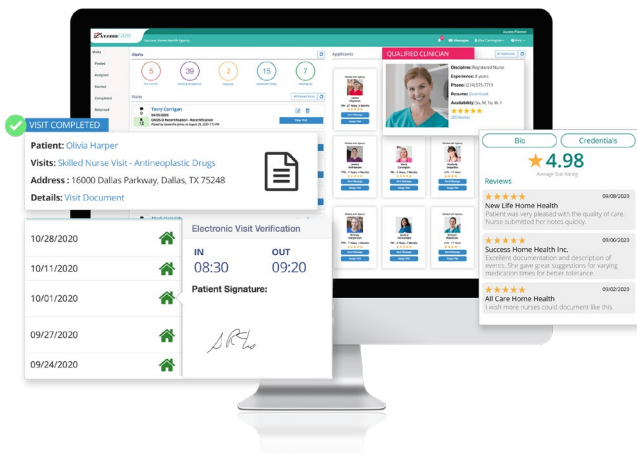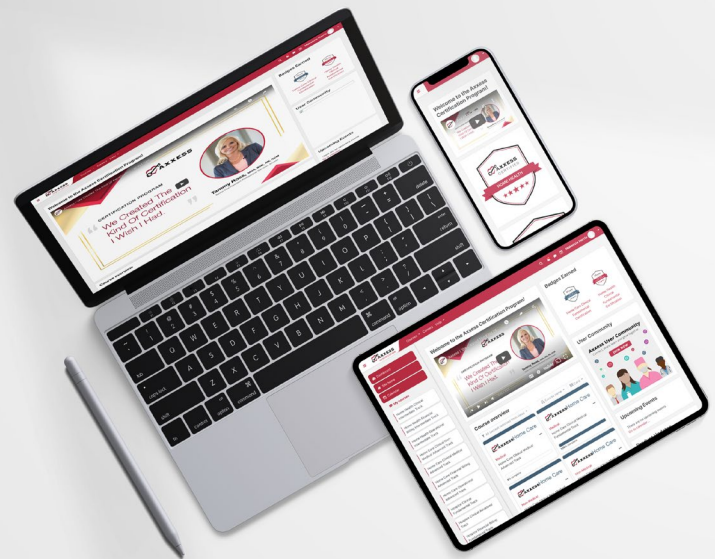
About Axxess CARE

Axxess CARE is a powerful scheduling and staffing solution that empowers the delivery of timely patient care in the home by connecting home health organizations with qualified clinicians to fill open visits. More than 50,000 visits have been completed using Axxess CARE. Visit our website or read our client case study to learn more.

About the Axxess Certification Program

The Axxess Certification Program provides staff training and development, and continuing education units. Organizations can ensure solution proficiency and maintain high quality care by providing the foundational to expert-level educational courses for clinical, operational and financial roles across home health, home care and hospice tracks. Visit our website to sign up for notifications and to learn more.

About Axxess

Axxess is the leading technology innovator for healthcare at home, providing solutions that help improve care for more than 2 million patients worldwide. Trusted by more than 8,000 organizations, Axxess offers a complete suite of easy-to-use software solutions that empower home health, home care and hospice providers to grow their business while making lives better. The company's collaborative culture focused on innovation and excellence is recognized nationally as a "Best Place to Work." See our success stories and contact us to schedule a personalized demo of our software solutions.