

CareForum 2022

The WellSky® Conference

Education pathways for caregivers: An untapped opportunity for employers

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9/13/22

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Today's speaker



Jessica Jones

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Agenda


- About CareAcademy
- Survey overview
- Key Findings
- Road map of next steps
- Q&A




 At-a-Glance agency insights

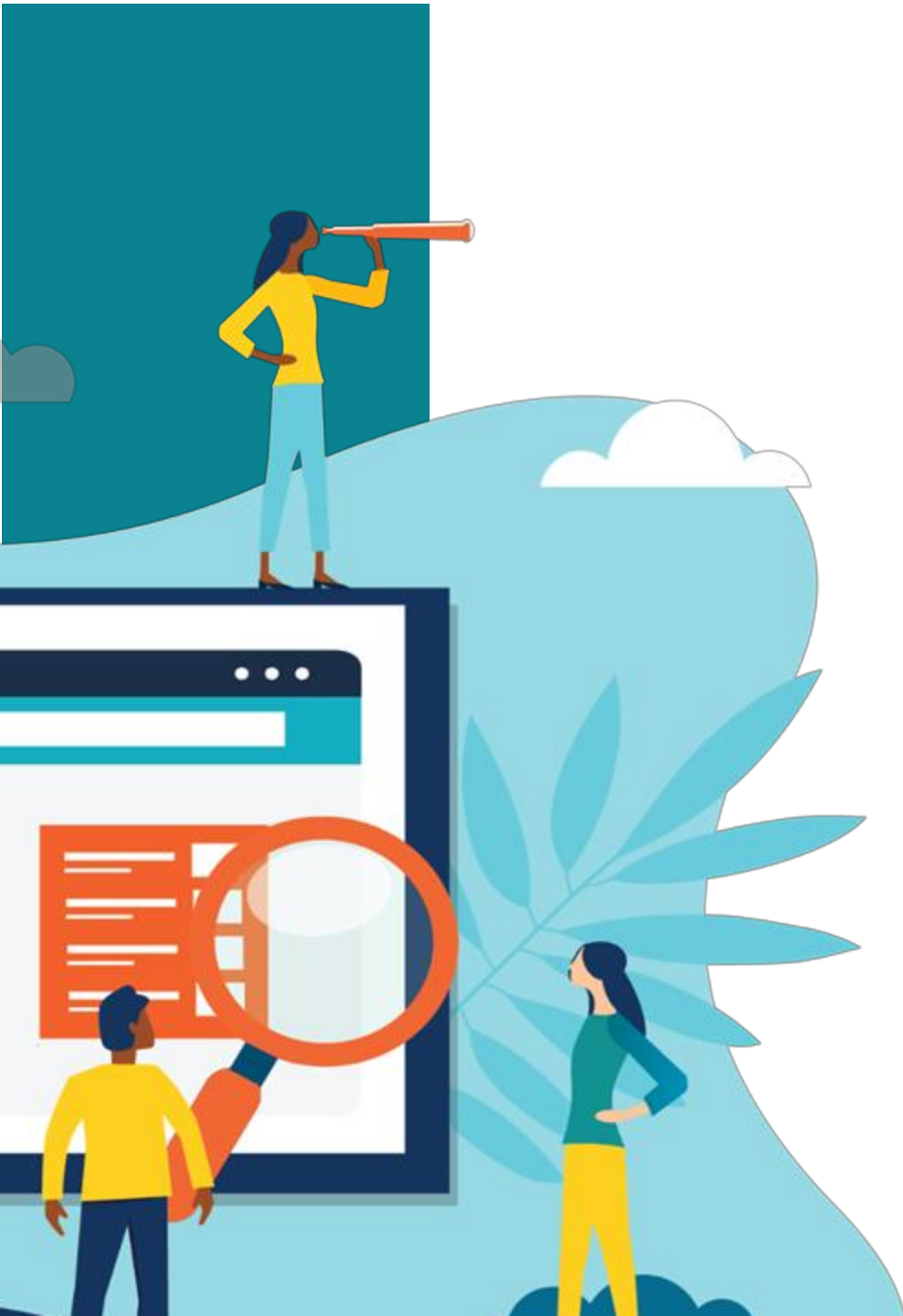
 Advanced compliance automation

 External training management

 Integrations with leading home care agency management software

 Caregiver training eligible for college credits

 Engaging, mobile-friendly classes



CAREer Path Initiative

Brought to you by  CareAcademy™

Partnering with Southern New Hampshire University (SNHU) to Open New Pathways to Healthcare Careers and Providing College Credit to Millions of Direct Care Workers

<https://careacademy.com/career-path-initiative/>



Survey overview

- The report, “Education Pathways for Caregivers: An Untapped Opportunity for Employers,” is based on a survey conducted in August and September 2021 of 1,500 caregivers nationwide and focuses on the educational and career aspirations of caregivers
- Provides insights on caregivers’ interest in pursuing further education, the barriers they face in doing so, and the role of employers in workers’ educational attainment
- Results show that access to ongoing education resources are a critical decision factor for caregivers when they decide what agency to work for, and whether they stay with their agency

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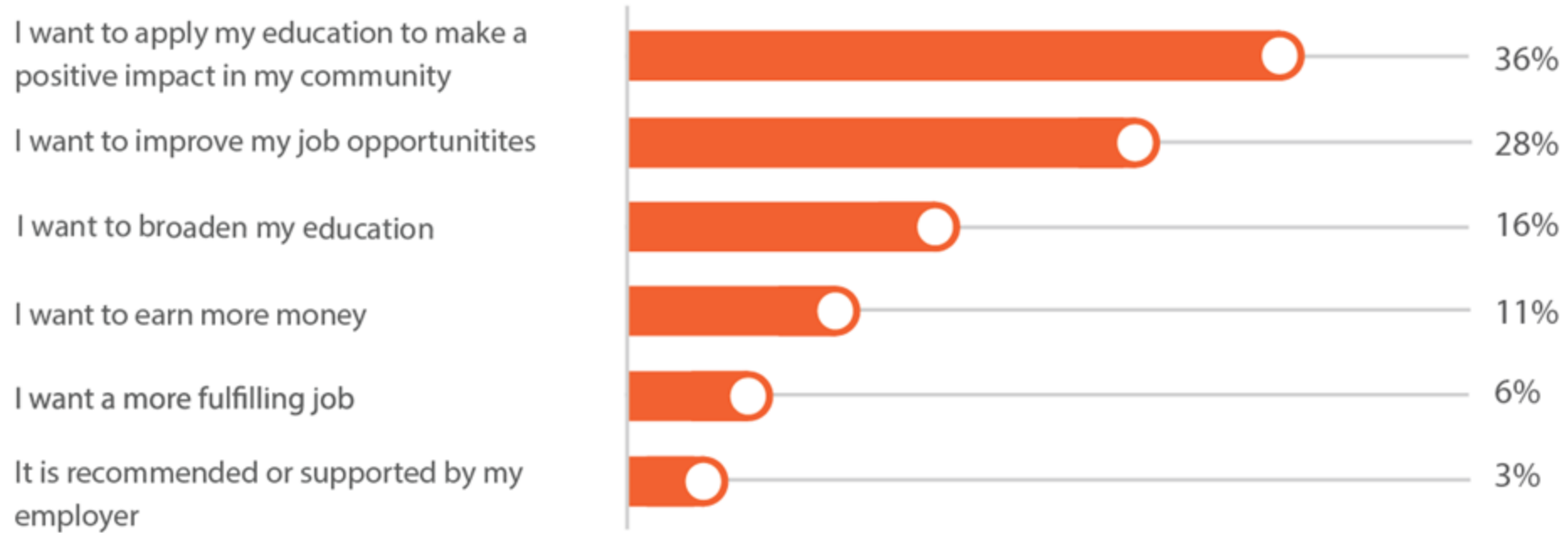
Key findings



1.

70% of caregivers say they are interested in further education

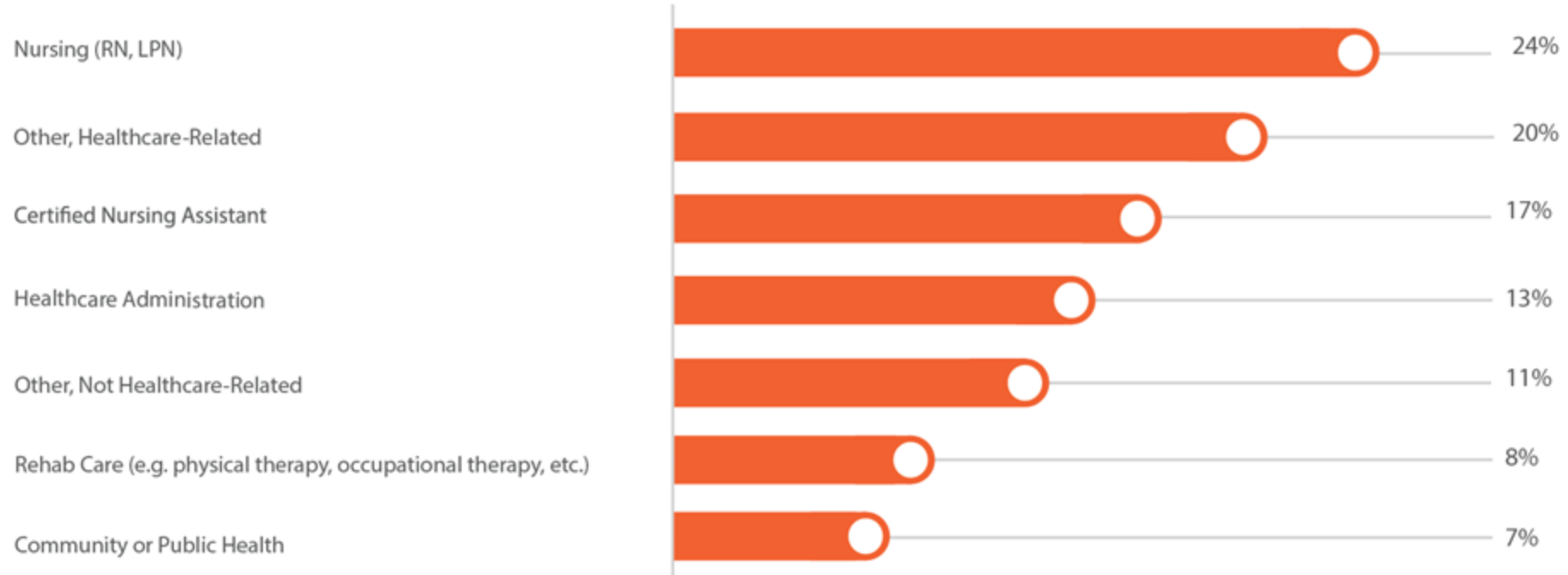
Reasons for Interest in Further Education



Source: Education Pathways for Caregivers: An Untapped Opportunity for Employers Survey, N = 1,035

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Educational Program of Interest If Opportunity Arises



Source: Education Pathways for Caregivers: An Untapped Opportunity for Employers Survey, N=1,501

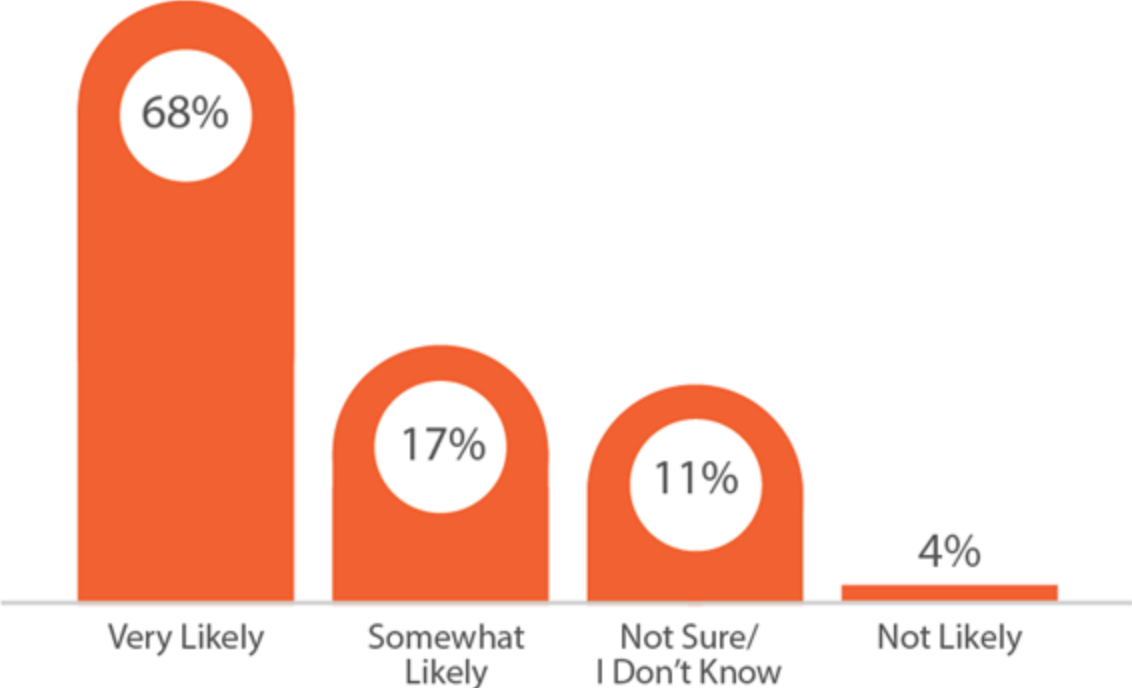
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2.

85% of caregivers say they're more likely to stay with their current employer if offered resources to further their education

Likelihood of Job Retention If Granted Access to Further Education



Source: Education Pathways for Caregivers: An Untapped Opportunity for Employers Survey, N=1,501

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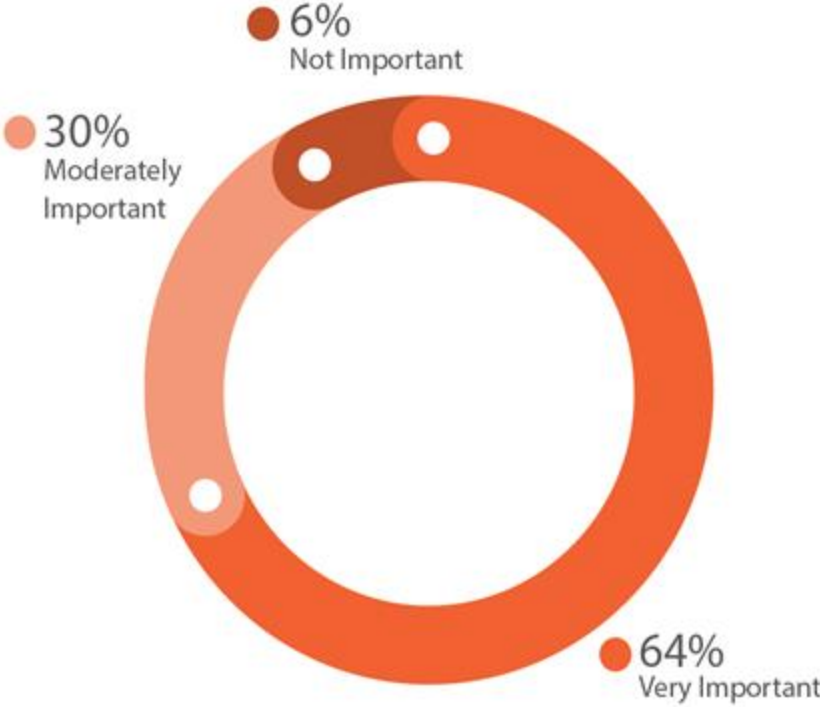
“ I would like more medical training to better serve the patients or clients I have now. Also, advancing in medical knowledge can only be helpful in the role I have now or if I want to move to a job that requires more patient training.

- Charlie M.

3.

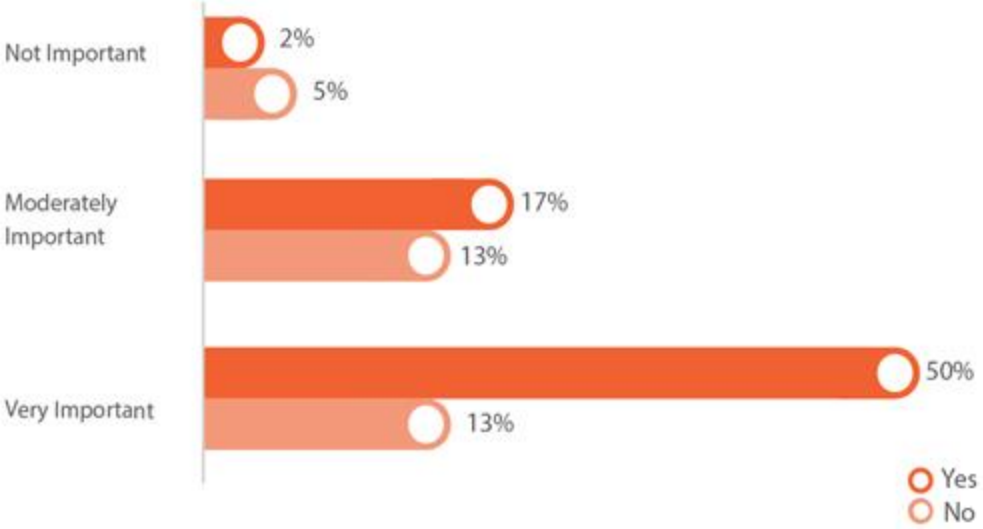
94% of caregivers say access to further education is an important consideration in accepting a job offer

Importance of Access to Additional Education to Consideration of Job Offer



Source: Education Pathways for Caregivers: An Untapped Opportunity for Employers Survey, N=1,501

Interest by Importance of Access to Education in Considering a Job Offer



Source: Education Pathways for Caregivers: An Untapped Opportunity for Employers Survey, N=1,501



“ When I was 13, I said I was going to be a nurse, as I live to help people and my community. I have been a home health aide for 10+ years and feel that I must move forward and achieve my LPN so I can help others in more ways than I can now! Loving caring for our community and others in a time of need.

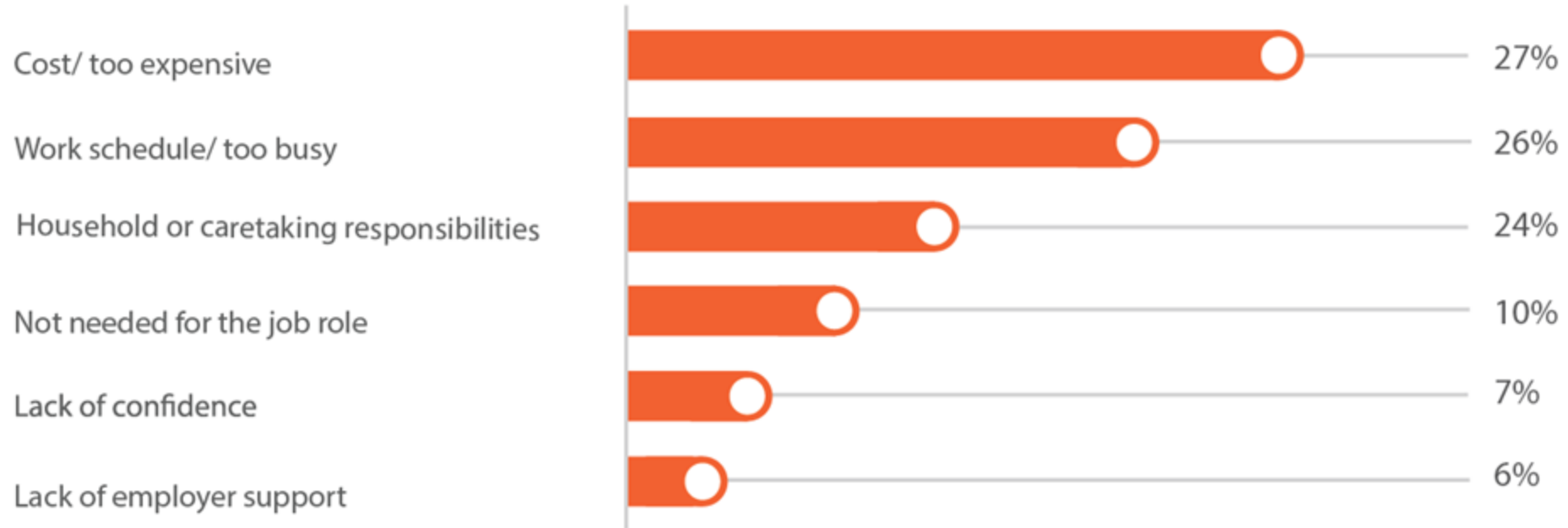
- Nichole S.



4.

75% of caregivers say their employer has never talked with them about ongoing education or training

Obstacles to Further Education



Source: Education Pathways for Caregivers: An Untapped Opportunity for Employers Survey, N=1,501

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Table 2. Classification of resources that would encourage caregivers to pursue further education

Desired Resources to Encourage Further Education	Percent
Tuition assistance or financial aid	28%
The ability to earn credits for job training or experience	25%
More access to academic or career advising services	20%
More assistance with caretaking or household responsibilities	18%
More support from my employer	9%

Source: Education Pathways for Caregivers: An Untapped Opportunity for Employers Survey, N=1,501

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“ I have been with my company for over 15 years and I am considering leaving for a company that will pay 80% of my education.

- Evelyn A.

Five simple steps: An agency action plan

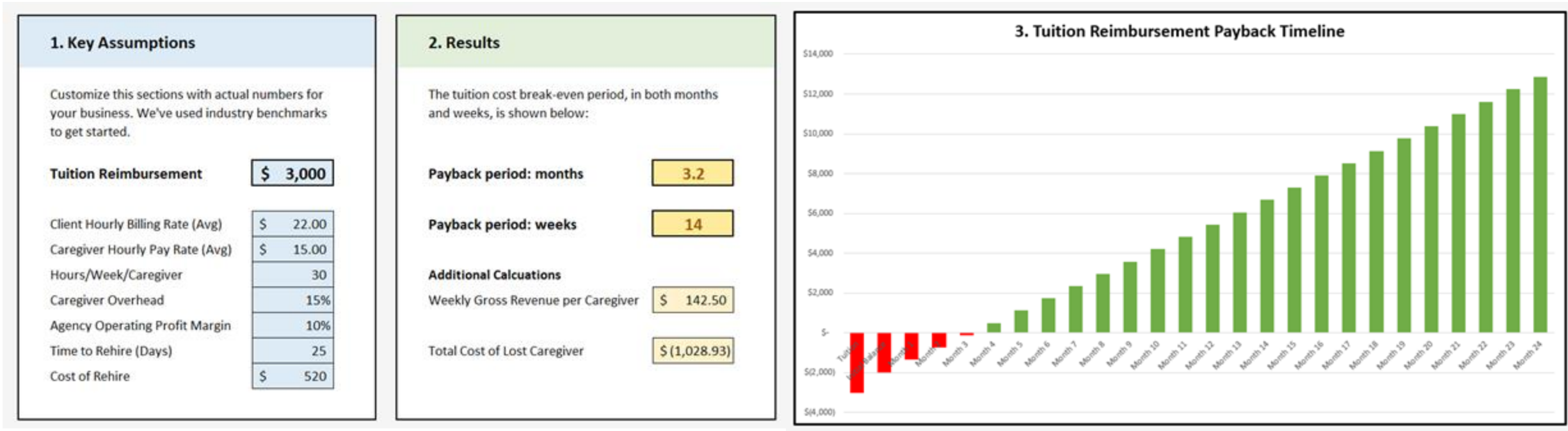
Agencies have a number of levers fully within their control to better recruit, engage, and retain their direct care staff. Here are five steps home care and home health agencies should explore deploying today:

1. Offer tuition assistance
2. Create flexible work schedules
3. Create a dialogue with the team
4. Think holistically about the types of opportunities offered
5. Showcase educational opportunities as part of your recruiting strategy

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Tuition Break-even Calculator

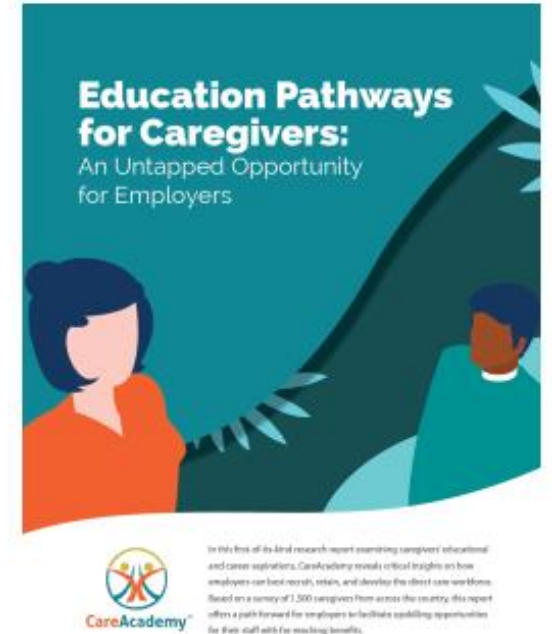
CareAcademy has created a simple calculator to better understand the break-even point and ROI opportunity of tuition reimbursement.



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Support and Retain Your Caregivers By:

- Visiting the survey results page (www.careacademy.com/caregiver-education) and download the full report
- Accessing the free tuition breakeven calculator found on the survey results page
- Signing up for CAREer Path Initiative (www.careacademy.com/career-path-initiative) today!



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Q&A Discussion

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Thank you!

Ready to see more?

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Schedule your demo today:

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Email us:

sales@careacademy.com





Learn more about
WellSky Personal Care



Request a consultation today!

