

Do You KARE?

**How One Community Improved Their
Staffing Costs and Hiring Processes in 30 Days**



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KARE
DOYOUKARE.COM

+ Patti had a big problem.

As the administrator at the Hamptons for the past three years, she was on the brink of a burnout. Not unlike her senior care peers, she was fighting the constant whack-a-mole problem of high staff turnover, rising overtime and agency expense, the ever looming threat from regulators to keep proper staffing levels, and constant pressure from her various corporate bosses to keep labor expense under control. Try as she might, her annual staff turnover hovered around **75%**, which is not atypical for her peers, but frustrating, nonetheless.

FACT

The US average
time to hire any
front-line
healthcare staff is
49 days

Kare has reduced
this to mere days!

Last month, Patti spent a little over **\$7,000** in overtime and agency expense, alone. That amount is typical for an October. Some months it is more, some months it is less. This month, just like every month before, she received a call from her regional director, imploring her to get the costs down and “get ahead of hiring.”

Her facility owner was also not happy. They knew that, if she cut that extra expense even in half, the value of their asset would be worth roughly **\$500,000** more than it is now.

About the time Patti started to look for her next job, her Regional VP introduced her to Kare. Patti was very reluctant because, with her daily routine responding to staff, resident and family emergencies, she didn’t know how she and her team were going to find the time necessary to go through MORE training on ANOTHER “corporate” initiative. But not wanting to disappoint her boss, she agreed to take the introductory call from the Kare team.

To her surprise the introduction call took no more than **15** minutes! On it she learned:

- ✓ There is almost no training needed to get started
- ✓ Her team could be posting shifts in MINUTES
- ✓ There is no cost to use the platform
- ✓ Kare Heroes cost about the same amount as her own employees, meaning they are much less expensive than paying overtime, and FAR less expensive than any staffing agency
- ✓ If they brought in a Hero for a few shifts and liked them . . .they could hire them! And Kare does not charge for this service! Everything runs through an easy to use app and web portal
- ✓ There was no complex contract to negotiate
- ✓ Everything runs through an easy to use app and web portal
- ✓ All of Kare’s CNAs, Med-Techs and Nurses are fully licensed, background-checked and drug screened, with all of this information easily viewable in the Kare portal

The Hamptons True Employee Hourly Cost

	CNA	LVN/LPN
Base Wage	\$11.00	\$23.00
PTO	\$0.60	\$1.25
Payroll Tax	\$1.10	\$2.30
Workers Comp	\$0.40	\$0.40
Benefits/Other	\$1.50	\$1.50
Total True Wage	\$14.60	\$28.45
Total True Overtime	\$21.15	\$41.93
Staffing Agency Price	\$25.00	\$45.00
Kare Price	\$16.00	\$30.00

Cautiously optimistic, Patti scheduled a quick video training session with the Kare team and her DON and staffing coordinator.

True to Kare's word, the training session took less than 30 minutes. All she had to do was fill out two simple forms:

- 1) A rate sheet where SHE was able to choose what to pay each hero (Kare customers set their own rates)**
- 2) A community "face sheet" which is used to tell each Kare Hero a little bit about the Hamptons and what makes it such a special place to work**

After completing these two documents (which only took **15** minutes) and uploading her state compliant community policies, she was able to post shifts.

Patti knew that one of her medication aides had just called and said she would not be able to work on Thursday from **2-10**. Unable to find a replacement without paying one of her other aides a significant amount of overtime, she quickly posted a shift (which took **15** seconds) and waited to see what would happen.

Two minutes later a woman named Monica applied to work the shift. From looking at Monica's profile, Patti could see that she had been a CMA for over **12** years and had significant experience with AL, SNF and memory care at other communities nearby. While she was looking at Monica's profile, she received two more applicants, Heather and Jacqueline, both highly qualified. All three Heroes had ratings over **4.5** stars!

Satisfied with Monica, she accepted her for the shift. When Monica arrived, the Kare app knew where Monica was and automatically clocked her in for the shift. After giving her a brief orientation on the Hamptons, Monica knew exactly what to do and was off to take care of the residents. When it was time to leave, the app tracked Monica's check out time, meals and breaks. Once Patti verified that everything looked right, she rated Monica "**5 stars**" for doing a great job and Monica was paid the very next business day.

The Hamptons Cost Savings for November 2019

		Cost Savings Vs	
Role	Shifts Posted	Overtime	Staffing Agency
CNA	40	\$1,648	\$2,880
Medication Aide	14	\$610	\$1,008
Floor Nurse	15	\$2,147	\$2,700
Totals	69	\$4,406	\$6,588

In the 2nd month after using Kare, The Hamptons posted 69 shifts with Kare, almost eliminating their overtime and agency expense. Because Monica liked the Hamptons, she often applied to work shifts there.

+ The Hamptons' staff and residents loved Monica.

By the 4th month, the Hamptons only posted **34** shifts. Not because they grew less satisfied with Kare, but because they hired Monica! ...and Heather... and Jacqueline! They were able to use Kare to find Heroes who fit the Hamptons' culture and spent less time having to interview new team members, hoping they worked out. They also reduced their risk of exposure from violating state or national staffing requirements and were able to reduce anxiety and improve morale across the entire company.

“ Monica is so good. My staff gets so excited when they see her name on the schedule ”

+ Compare Kare

	Staffing Agency	KARE
Required Contract	Yes	No
Easy to add authorized users?	No	Yes
Cost for Account	Free	Free
Shift Time Verification	Manual timesheet verified by agency	Automatically based on geo-location and verified by facility
GL Insurance (\$1MM/\$3MM)	Yes	Yes
Workers Comp	Yes	Yes
Verify Credentials	Yes	Yes
Autohoized to work in state	Yes	Yes
OIG Verification	Yes	Yes
Drug Screen	Yes	Yes
Background Check	Yes	Yes
Immunization Record	Yes	Yes
BLS/CPR	Yes	Yes
Credentials Viewable?	Only upon request to the agency	At all times
Competency Evaluation	Varies	Relies on State license
Who chooses worker for shift	Staffing Agency	Facility
How shifts are filled	Staffing Agency frantically calls anyone they have on a limited call list	Shift is posted and professionals apply if they are free. Less work for facility
Typical Billing Rates		
CNA	\$25.00	\$16.00
CMA	\$27.00	\$17.00
LVN	\$36.50	\$26.00
RN	\$50.00	\$40.00
Recruitment Fee?	\$4,500 - \$8,500	Zero. Nada. Nothing.
Higher rate less than 24 hrs before start?	Yes	No
Ability to "Promote" a Shift	No	Yes
Ability to pay Professional a bonus	No	Yes
Payment to Professional	After Customer Pays Agency	Next Business day after shift
Number of available workers	Limited	Several Hundred to Thousands
Shift Disputes?	Only in writing	Immediately though Kare Platform
Cancellation charge	2 hrs	4 hrs
Distance tracker to Facility	No	Yes
Automated Shift Reposted if Canceled	No	Yes
Numerous Notifications/Reminders	No	Yes