An Illustrated Journey through the Ups and Downs of Hiring in the Senior Care Industry
Hiring in the world of senior care isn’t easy. In fact, it can be downright unforgiving. Caregiver burnout, diminishing applicant pools, and other problems have all led to employee turnover rates that are among the highest in the country. But there’s more to hiring stats than just turnover.

Inside, we take an illustrated look at numbers from senior living, long-term care, independent living, post-acute care, home health, and other senior care providers gathered through independent studies and user surveys. We identify some of the unique problems facing the industry, as well as some potential solutions.

Awareness is just the beginning. Let’s dive in and solve this.
More than 9 out of 10 providers plan to make changes to their hiring process in an effort to improve retention in 2017.

94% of senior care providers post their jobs online.

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Skilled Nursing Facility

- The average 55 employees hired in 2016.
- The top positions filled:
  - Certified Nursing Assistants: 45%
  - Dietary Staff: 19%
  - Licensed Nurses: 16%
  - Housekeeping Staff: 9%
- The average time to fill a CNA vacancy: 29 days
- Top sources of hire:
  - Employee referrals: 28%
  - Indeed.com: 28%
  - Other internet sources: 19%
  - Walk-ins: 9%

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Finding the Disconnect

94% of senior care management identify good judgment, strong job knowledge, and/or behavioral fit as the most important traits a new hire could have.

However...

4 out of 5 hiring managers chose who they interviewed based on information from either job applications or resumes (which cannot provide that information).

Only 8% use any kind of pre-interview assessments to choose interview candidates.
Hiring Hurdles

71% of providers say their biggest hiring challenge is “not enough people applying”

49% of providers use technology to enable their onboarding process to be completed before the first day of work.

These providers are 2x more likely to have onboarding paperwork completed in less than 30 minutes.

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A **structured interview process** is a quantitative style of interview in which...

- all candidates are asked prepared questions based on key competencies of the position
- all candidates are evaluated using a common rating scale
- interviewers are in agreement on acceptable answers

...in order to establish a *fair comparison* between job candidates.

However...

Only 1 out of 4 providers follow a **structured interview process** on a consistent basis.

43% of administrators & HR directors allow hiring managers to come up with their own questions for job interviews, predominantly based on resume or application information.
New Hire Turnover
A Real (and Unaddressed) Issue

29.5% of providers **don’t know** their new hire turnover rate

**How to Calculate:**
(time to break out the maths)

\[
\text{# of hires in calculation period terminated within first 90 days} / \text{total # of employees hired during same calculation period}
\]

4 out of 10 providers terminated **20% or more** of their employees within their first 90 days
Hiring in the world of senior care isn’t easy, and it isn’t going to be getting easier any time soon. But there’s good news. **Vikus can help.**

**Vikus** provides hiring software built specifically for senior care providers like you. Used in over 2,000 post-acute and senior care locations across the United States, Vikus’s web-based product helps providers attract and retain all levels of staff — from front-line caregivers to leadership at the home office.

Experiencing high employee turnover rates? **We can help.**
Positions left unfilled for weeks or even months? **We can help.**
Having trouble finding qualified applicants? **We can help.**

**Together, we can close the door** on some of senior care’s toughest hiring challenges.

To see how, visit [www.vikus.com](http://www.vikus.com) or [click here](http://www.vikus.com) to watch a Vikus Product Tour.

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**Sources:**

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