

# PRE-CON

# Tuesday, May 10

**Workforce** is in the spotlight for PHA's Pre-Con event on Tuesday, May 10. This half-day workshop will focus on the latest data and strategies to address today's workforce challenges.

*Add the pre-con to your conference registration for a discount, or plan to attend just for the day!*

**11:30 a.m. – 12:00 p.m. Registration**

**12:00 p.m. – 1:00 p.m. Lunch & Keynote: Employees First! Inspire, Engage, and Focus on the HEART of Your Organization**



*Donna Cutting, CSP*

The world is changing and it's time to reimagine and reshape your employee experience. That means taking care of the people who take care of your customers. We've all gone through a collective values readjustment. Priorities and expectations are different and what worked to attract and retain good employees before won't work today.

Employees First! presents recognition strategies and appreciation techniques, but it goes deeper than that. You will learn how giving your team members a voice in your company, supporting them with knowledge and training, giving them purpose and equitable pay, translates into higher productivity and happier customers. Discover what real empowerment is, and why building a diverse culture of inclusion is beneficial to all involved.

The Founder & CEO of Red-Carpet Learning Systems, Donna Cutting will focus on the tools necessary to help you create a culture of happy, engaged people delivering excellent service.

**1:15 p.m. – 1:45 p.m. Setting the Stage: The State of Homecare in Pennsylvania**

*Josh Kondik, Vice President of Sales, Home Care Pulse*

With the release of the 2022 Home Care Pulse Benchmarking Report, we can see how the industry has been impacted by the ongoing pandemic and labor shortages. Join Josh Kondik, VP of Sales at Home Care Pulse, as he highlights findings from this year's national Benchmarking Report and overviews state trends gathered from local home care providers in Pennsylvania.

**2:00 p.m. – 2:45 p.m. Great Retention: How Tech-Based Approaches Can Attract & Retain a New Generation of Caregivers**

*Michael Brown, President, MB Healthcare Consultants, LLC; Isaac Greszes, Senior Vice President, MedFlyt; Roman Ustayev, Chief Financial Officer, Truecare – Home Care Services*

How can home care agencies create scalable growth in an era of workforce shortages? The great resignation, coupled with an aging workforce, presents not only challenges but opportunities to reinvent home care workflows and rebrand caregiving as a profession. In this presentation we will show how to attract the next generation of caregivers, utilizing technology that places the caregiver at the heart of care. Discover how giving new and existing caregivers more autonomy substantially increases their satisfaction, productivity and retention rates. By embracing, rather than despairing, in these uncertain times, your agency can not just survive but flourish.

**2:45 p.m. – 3:30 p.m. Beyond the Job Board – Hiring Caregivers in a Challenging Labor Market**

*Michael Fibison, Ph.D., Vice President of Recruitment/Sales, Advance 360 Health*

In this session, the head of recruitment sales for Advance 360 Health will share insights and strategies to find and attract the best talent in one of the most challenging labor markets in recent history. With the high demand for workers, Advance 360 Health has found that traditional job boards and postings are not enough to attract the right type of workers who not only apply but stay once hired. In this high-impact presentation, Michael will share results from campaigns that leverage social media, programmatic job distribution, branded content and virtual job fairs to attract and retain the best quality candidates. He'll delve into the KPIs that make for a successful talent acquisition strategy and provide benchmarks for the industry to measure how effective your campaigns are and share learnings about the importance of employer branding to expanding your talent acquisition effectiveness.

**3:45 p.m. – 4:30 p.m. Using Data to Help Solve the Employee Turnover Challenge**

*Phil Feldman, CPA, Vice President Revenue Cycle Management, Sandata Technologies*

Join Phil Feldman of Sandata Technologies for a presentation addressing the challenge of employee retention, and ways that your organization can utilize the data you're collecting to identify issues and opportunities to solve them. During this session you will:

- Learn how to properly execute the project with a step-by-step process to follow.
- Identify the difference between qualitative and quantitative data and how those will contribute to your findings.
- See real examples of data project findings and solutions that organizations like yours have implemented.



Pennsylvania Homecare Association