



The Crucial Role of Professional Caregivers Post-Covid: Prioritizing, Retaining and Growing the Workforce

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Introduction



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Agenda



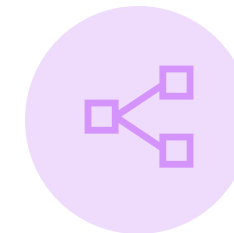
State of Professional Caregiving Post-COVID



Role of Caregivers as the Backbone of National Aging and Disability Systems of Care



Rethinking Professional Caregiver Support: Using Evidence-Based Approach for Onboarding and Retention



The ROI of Professional Caregiver Burnout Supports

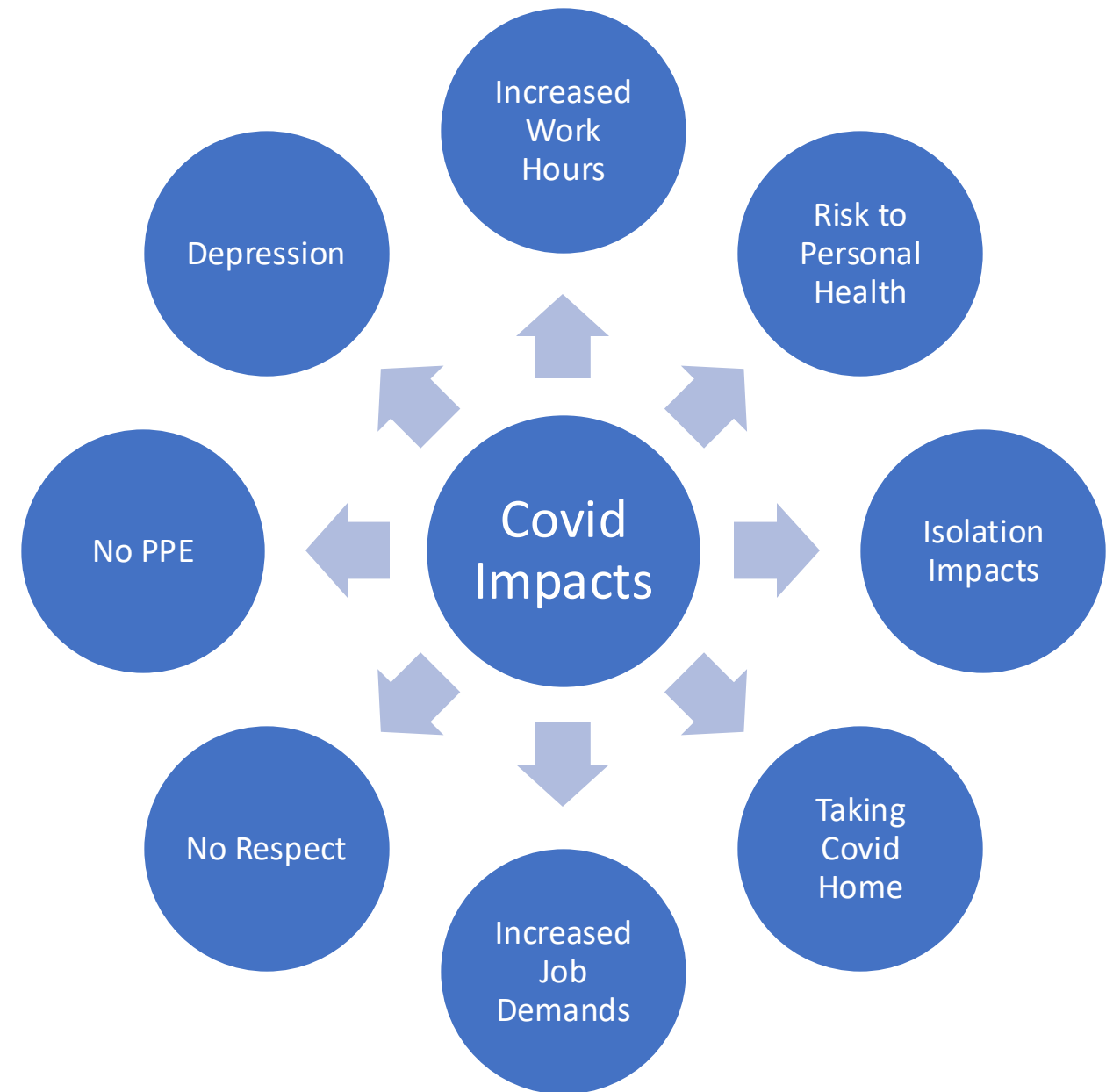
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Professional Caregiving Disrupted by Covid

- **Essential Services Halted:**
Immediate closures of adult day centers left aging and disabled individuals without meals and care.
- **Critical Needs Overlooked:**
Aging and disability services were deemed “non-essential,” despite their vital role.
- **Scramble for Support:**
Managed care teams worked urgently to reconnect members with resources amid widespread disruption.
- **Ripple Effects:**
Caregivers faced mounting challenges as service gaps grew overnight.



Covid Significantly Impacted Aging and Disability Caregivers



The Alarming State of Caregiving Today



Compounding these workforce challenges are rising mortality rates for those under 64 and increasingly complex care needs. The caregiving industry is not just facing a numbers game; it's confronting a perfect storm of fewer hands to manage more intensive, intricate care scenarios. This evolving crisis demands immediate attention and innovative solutions to ensure the sustainability of our healthcare system.

Revolutionizing Workforce Management: A Call for Change

Pre-COVID Approach

Historically, employees were viewed as cogs in the caregiving machine. Organizations prioritized operational efficiency, often at the expense of employee well-being. This mechanistic approach left little room for addressing the holistic needs of caregivers, leading to burnout and high turnover rates.

COVID-19 Wake-Up Call

The pandemic thrust caregivers into the spotlight as heroes, revealing the true cost of their sacrifices. Long hours, hazardous conditions, and personal risk took a toll on mental and physical health. This crisis illuminated the critical link between workplace stress and home life, demanding a paradigm shift in employee support.

The Holistic Future

Today, forward-thinking organizations are embracing a holistic approach to workforce management. This new model recognizes employees as whole individuals with interconnected needs. Programs like TCARE are pioneering this shift, offering comprehensive support that addresses burnout, stress, and anxiety, fostering resilience and job satisfaction.

The transition to a holistic workforce management approach is not just beneficial—it's essential for the survival and growth of caregiving organizations. By investing in the complete well-being of caregivers, we can build a more sustainable, effective, and compassionate healthcare system for all.

The TCARE Solution

TCARE is an enterprise platform that **provides tailored care management for caregivers** across diverse populations.

By battling caregiver burnout, we help manage service utilization, prevent premature facility placement, and help keep care at home, improving the wellbeing of caregivers and those they care for.



Why We Exist

 **TCARE** stands as a guiding force, forging connections, offering education, and pioneering cutting edge approaches **to make caregiving a more manageable and fulfilling experience.**

We believe in empowering caregivers through understanding, education, and tailored support, **ensuring that no caregiver walks alone on their journey.**



Segments We Serve & Support

Managed Care Organizations / Health Plans

Serving aging, I/DD, foster and targeted high-risk populations, with heavy Medicaid representation

State & Social Services

License contracts to local Area Agency's on Aging with Community Based Organization reach, and expanded state-wide contracts

Employers & Groups

Supporting workforce populations including specialized model for professional caregivers

Insurance Products

Filed as a value-added benefit including core services and caregiver expense protection

Comprehensive Solution Tailored to Meet the Diverse Needs of Caregivers

Aging & Dementia

Child Welfare

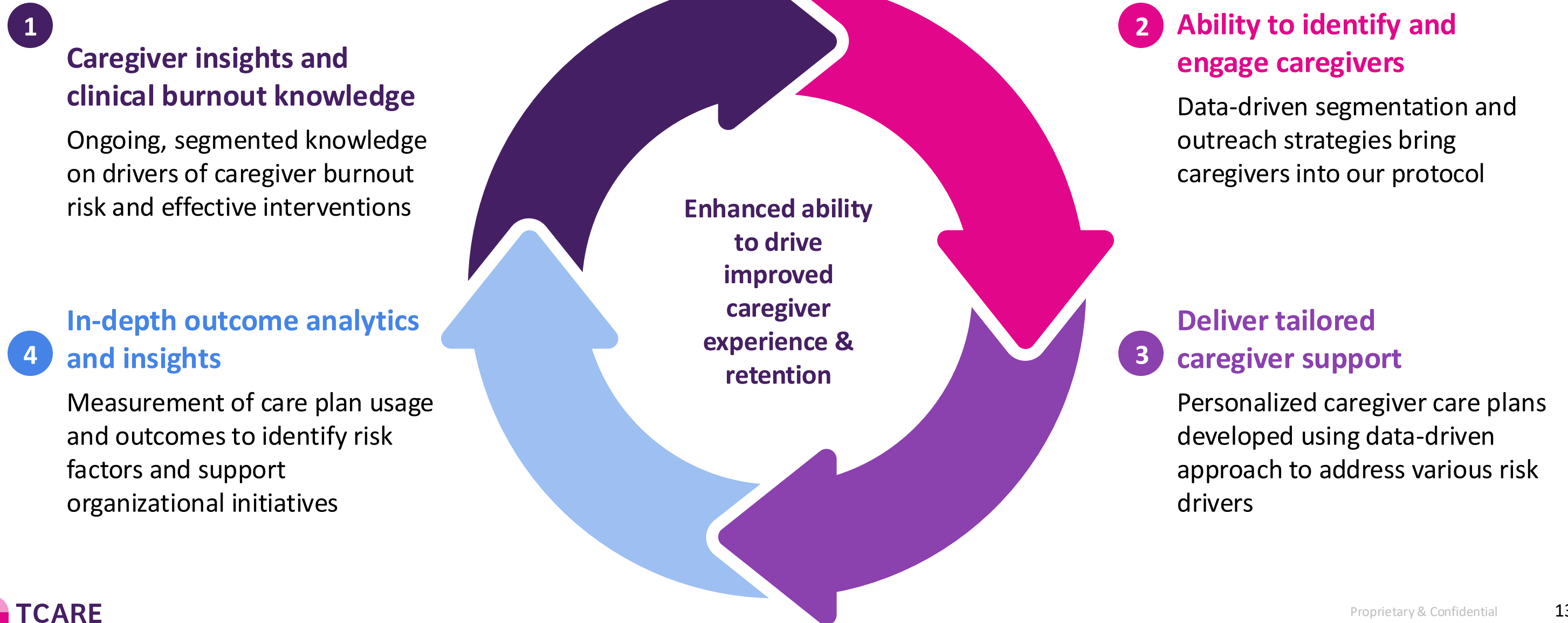
Physical and Developmental Disabilities

Veterans

Professional Caregivers (DSP & Front-Line Clinical Staff)



Caregiver insights, tailored support and data analytics create flywheel effect for improved outcomes



Prioritizing care for the caregivers

57%

of participating senior care providers have considered leaving their job in the last year ¹

49%

of respondents say feeling stressed and burned out are currently their most significant challenge ¹

56%

of respondents in nursing home and assisted living facilities reported feeling burned out at work ²

TCARE's evidence-based platform provides digital tools and tailored, concierge care to reduce the prevalence and impact of caregiver burnout.

By battling caregiver burnout, we help organizations engage employee caregivers to alleviate their stressors and support their wellbeing – both at work and at home. This results in improved recruitment and retention efforts, reduction in time away from work, and improved health outcomes.

Polling Slide

The Lutheran Senior Services Approach

1 Breaking New Ground

TCARE's journey began amidst skepticism, with many questioning its overlap with traditional EAP services. However, a targeted pilot program in skilled nursing facilities quickly demonstrated its unique value, addressing deep-seated stressors that other programs couldn't touch.

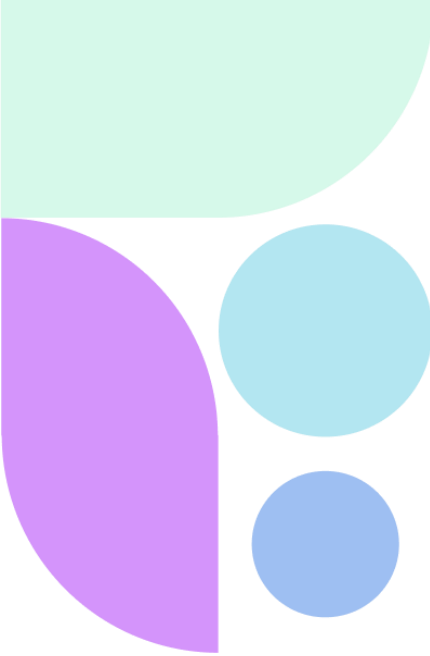
2 Rapid Adoption and Expansion

Success stories from the pilot program sparked a wildfire of demand. What started as a focused initiative for caregiving teams has expanded to encompass all staff members across multiple communities, showcasing the universal need for comprehensive support.

3 Lessons in Implementation

Hindsight revealed the potential for even greater impact. Earlier rollout could have mitigated more suffering, while stronger advocacy with HR teams might have accelerated adoption. These insights underline the importance of proactive implementation and robust promotional strategies.

TCARE's evolution from a niche solution to a widely adopted platform illustrates the pressing need for innovative approaches to employee well-being in the caregiving sector. Its success story serves as a blueprint for organizations looking to transform their workforce support strategies and build resilience in the face of ongoing industry challenges.



90%

of Caregivers who completed the initial assessment remained active in the program.

35%

improvement in retention for those engaged with TCARE.

\$8,000

saved per employee by reducing the turnover rate of non-leadership staff

“

“Thank you so much, Ally, for your support and helping connect to resources - but what I truly appreciate is you just listening to me. It makes me not feel so alone.”

- Caregiver

”

Caregiver Highlight

In a moment of crisis, a mother reached out to TCARE for support while navigating her 22-year-old daughter's severe mental health challenges, including depression and anxiety. With guidance from a TCARE care specialist, she accessed vital resources tailored to her daughter's needs, including local therapist referrals and information on support groups.

This assistance alleviated the mother's burden of finding help alone and provided her with the tools to support her daughter effectively during a critical time. Grateful for the compassionate support, the mother felt empowered to focus on her daughter's recovery, demonstrating the vital role TCARE plays in helping caregivers during difficult circumstances.



Charting the Course: The Future of Caregiving

1

Embrace Technology

Use AI and technology to support caregivers, making tasks more efficient and giving staff more time to provide compassionate, hands-on care. These tools can help address the growing workforce challenges.

2

Prioritize Well-being

Prioritize employee wellness as a core part of your culture. Offer programs that support caregivers' overall well-being, helping them stay resilient and satisfied in their roles.

3

Innovate Funding

Look into creative ways to fund fair pay for caregiving staff, like public-private partnerships, impact investing, or value-based payment models. These approaches can help provide sustainable support for quality care.

4

Reimagine Care Models

Focus on long-term care models and home-based services that make use of community resources and technology. This approach can ease the burden on traditional facilities and ensure care is provided more effectively.

As we look to the next 10-20 years, the caregiving landscape will continue to evolve dramatically. By embracing these strategies, organizations can not only survive but thrive in the face of ongoing workforce shortages and increased demand. The future of caregiving lies in our ability to adapt, innovate, and prioritize the well-being of both caregivers and those they serve.

Empowering Change: Your Role in Transforming Caregiving



Explore Solutions

Start exploring how TCARE can help with the unique challenges your workforce faces. Schedule a time to see the platform in action and learn more.



Engage Your Team

Talk to your team to understand what matters most to them and use the insights from this presentation to advocate for meaningful changes.



Assess Your Needs

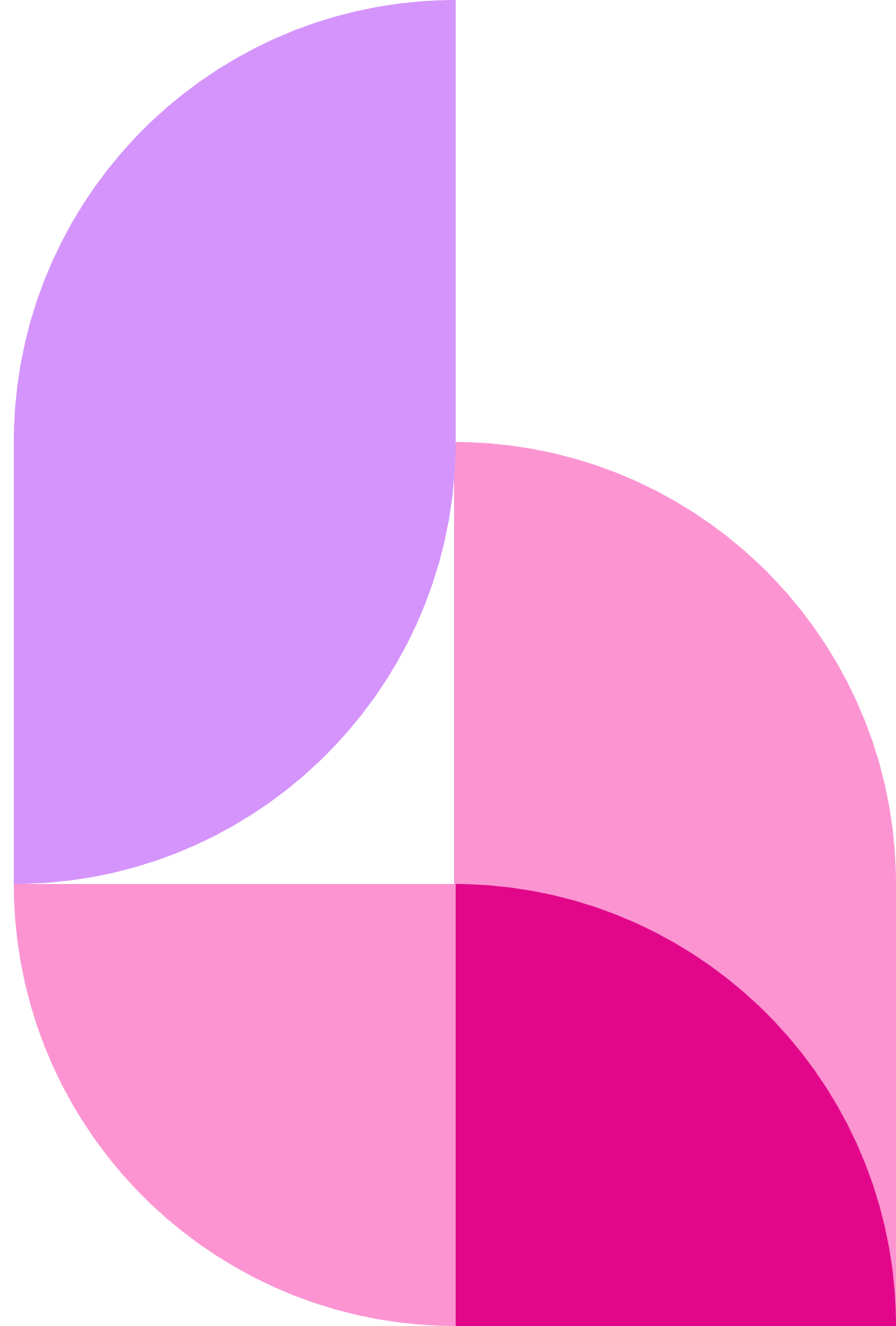
Take a close look at your organization's current workforce challenges and support systems. Identify any gaps and consider where solutions like TCARE could have the greatest impact.



Take Action

Start making changes now, whether it's trying out a new support program or updating your employee wellness initiatives.

Q&A





[Visit the TCARE exhibit booth](#)

Contact Us

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