



Leading Home Care Announces

The Private Duty Caregiver Pre-employment Assessment

Leading Home Care . . . a Tweed Jeffries company, the center for home care strategy and leadership, will now be offering a cutting edge technology process for hiring home care caregivers (including companions, licensed home health aids, and CNA's).

What will this process do for you?

- Reduce turnover rates by 10-50% in first year
- Reduce cost per hire
- Reduce workers compensation costs
- Reduce liability for negligent hiring
- Increase productivity due to better job fit
- Increase customer satisfaction
- Improve employee morale
- Increase effectiveness and efficiency of staffing process

The process includes cutting edge technology pre-employment assessments, behavioral interview questions based on assessment results, and core performance indicators already benchmarked for successful caregivers in the homecare industry.

Well designed and properly implemented, pre-employment assessments have been proven to help companies select more effective employees, improve retention, minimize employee theft and other socially undesirable behaviors, and increase the effectiveness of the staffing process. Behavioral interview questions based on the objective results of assessments also greatly improve the effectiveness of the interview process.

Private Duty Caregiver Assessments will include the following three components, which have been proven by research to be the most effective in predicting job performance, job satisfaction and retention:

1. Contemporary integrity assessment

- Measures three core traits

Dependability – Measures the risk that an individual will be undependable, careless, lazy or disorganized.

Honesty/Integrity – Measures the risk for dishonest behavior.

Hostility/Aggression – Measures the risk of a person being aggressive, hostile, disruptive and having poor control of their anger.

- With 3 optional scales

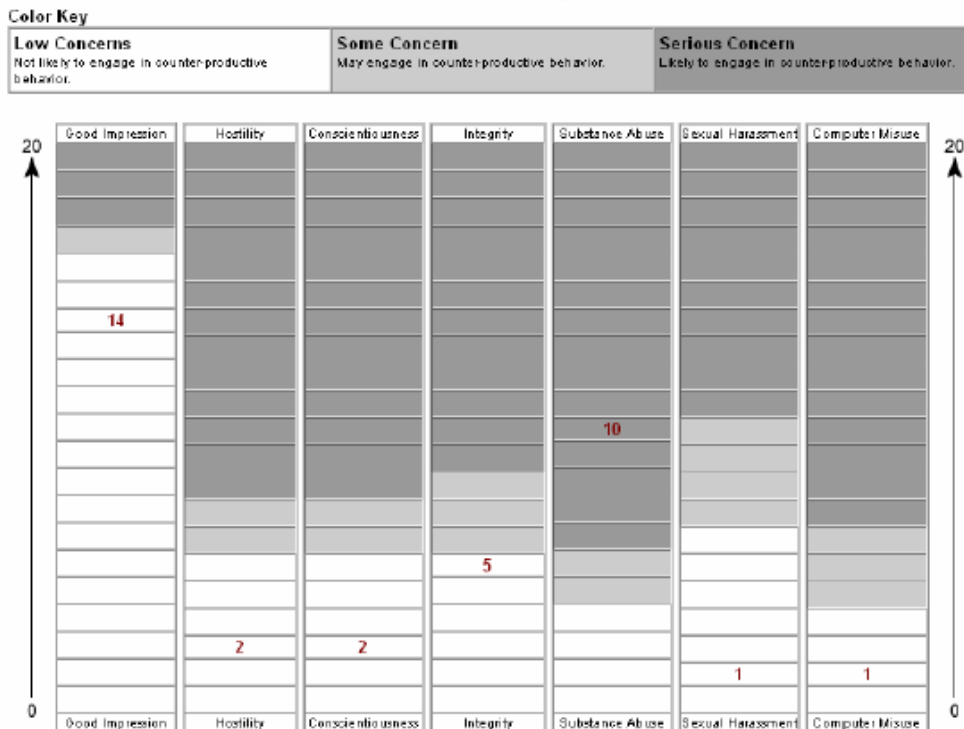
Substance Abuse – Measures the risk of substantial use of alcohol or illegal drugs.

Sexual Harassment – Measures the risk of behaviors regarding sexuality that are likely to be considered an harassment by the opposite sex.

Computer Misuse – Measures the risk of using computers in ways that are unrelated to work (may not apply to Private Duty Caregivers).

- Integrity Assessments are **for pre-employment use only** and can never be administered to current employees. Consider carefully which optional scales you wish to include, as you will not be able to reassess for those scales after hire.

Attitudes Graphic

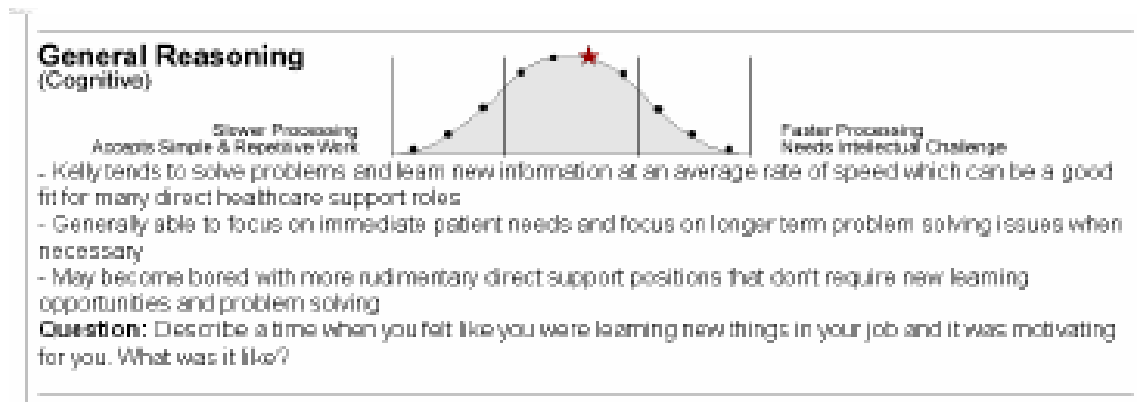


Interpreting the Integrity (“Attitudes”) graph

The graph above shows you the relative risk of hiring this particular applicant in each of the six categories; the higher the score, the higher the risk. If the score is in the light grey area, it represents some concern, or a “yellow flag” in your hiring process. If the score is in the dark grey area, it represents serious concern, or a “red flag.” In either case, you will want to explore these areas with the job candidate during the interview process. Behavioral interview questions are provided with your assessment report.

2. Cognitive reasoning

A general reasoning scale that measures problem solving and learning speed



The system will generate behavioral interview questions based on results.

3. Personality and behavior assessment

- Based on “Big-5” personality research, the most cutting edge and effective available
- Compares applicants scores with those for successful caregivers in the home care industry; select “Home Care Caregiver” job title for proper benchmark report
- Can be administered to current employees to produce a **coaching report** for supervisory use in development
- Measures six core traits

Conscientiousness (Organization) – the degree to which the individual is persistent, motivated, and organized.

Tough Minded (Cooperative) – the degree to which the individual is pleasant and agreeable, warm, tolerant, and tactful, or tough-minded, skeptical, and direct.

Conventional (Rules oriented) – The degree to which the individual is predictable, follows rules, and is structured or open to new ideas, adventuresome, and inconsistent.

Extroversion (Outgoing) – The style and focus of an individual’s emotional energy, ranging from being outgoing, dominant, ambitious and sociable to being introverted, shy, and quiet.

Stable (Stress resistant) – The degree to which an individual is emotionally stable and resistant to stress, ranging from well-adjusted and calm to sensitive and anxious.

Team (Collaborative) – A teamwork scale that measures the applicant’s attitudes toward teamwork versus individualized work environments.



Health Caregiver Professional Summary

General Reasoning (Cognitive)

Slower Processing
Accepts Simple & Repetitive Work



Faster Processing
Needs Intellectual Challenge

- Kelly tends to solve problems and learn new information at an average rate of speed which can be a good fit for many direct healthcare support roles
- Generally able to focus on immediate patient needs and focus on longer term problem solving issues when necessary
- May become bored with more rudimentary direct support positions that don't require new learning opportunities and problem solving

Question: Describe a time when you felt like you were learning new things in your job and it was motivating for you. What was it like?

Conscientious (Organization)

Careless
Impulsive



Detail Oriented
Dependable

- Generally seen as dependable and organized but able to deal with the many interruptions and disruptions that are common in direct support roles
- Kelly is moderately organized and will typically be able to handle the details of patient forms and files as well as keeping medicine on schedule for the patient

Question: Describe a time when you had to deal with a lot of detailed paperwork during the day. What was it like?

Tough Minded

Cooperative
Agreeable



Direct
Determined

- Kelly can be direct with patients when necessary, but can also use tact to put others at ease
- Usually comfortable pointing out issues and dealing with tough situations unless the situation is particularly confrontational
- The more challenging direct support patient situations may be more difficult for Kelly to handle on a regular basis

Question: Describe a time when you had to deal with a difficult person. What did you do to put them at ease?

Conventional (Rules)

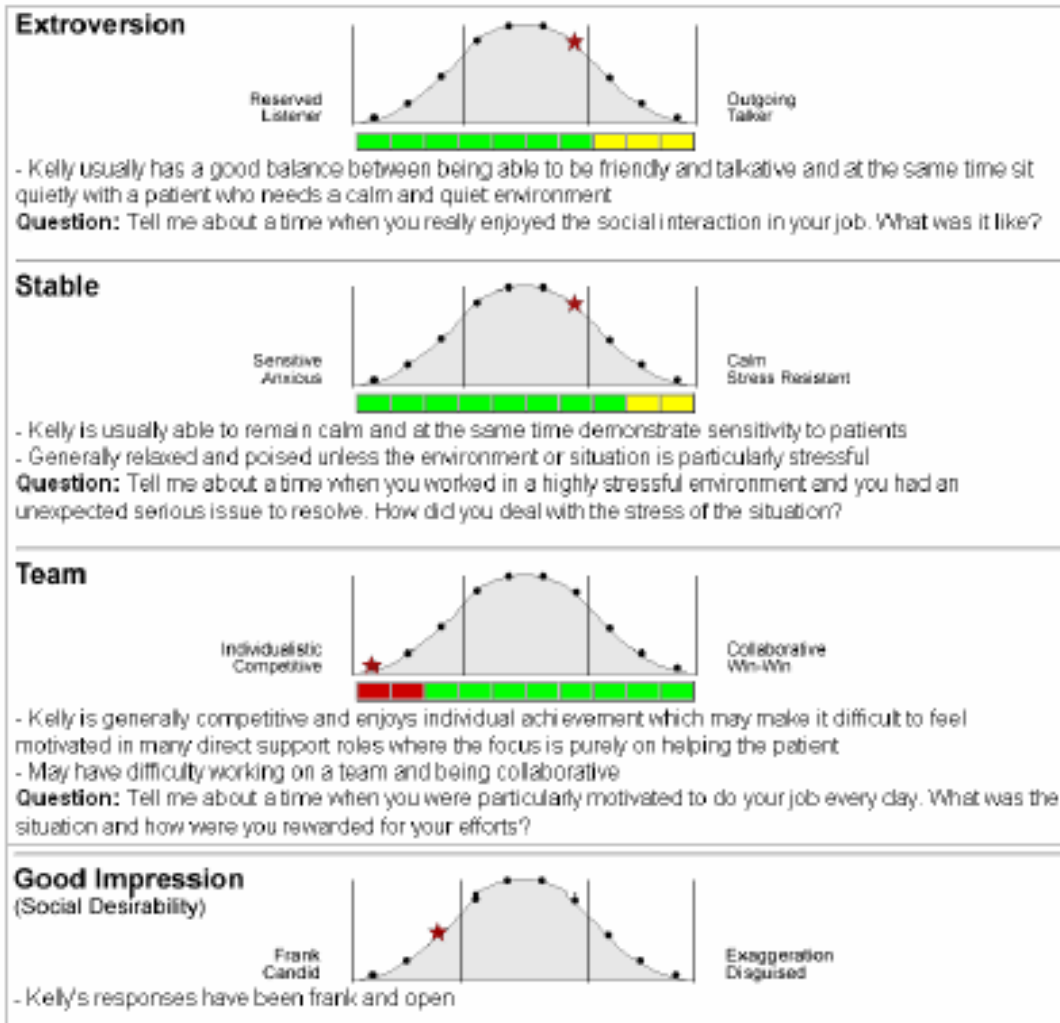
Open to New Experience
Flexible



Consistent
Structured

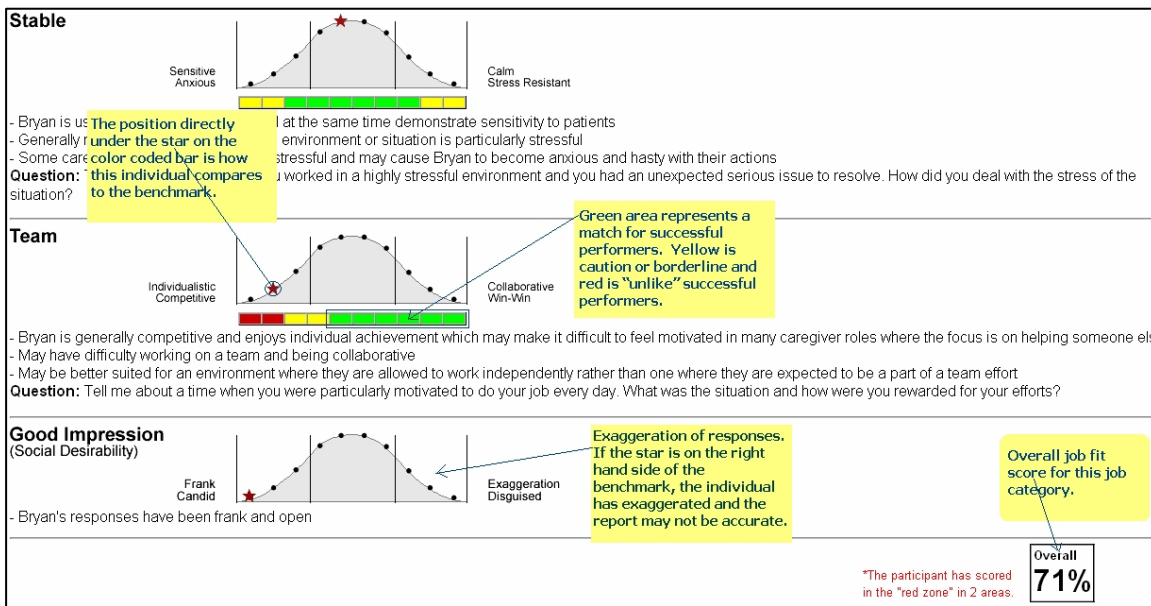
- Kelly may have difficulty consistently following health care standards and safety procedures which can be very challenging in many direct support roles
- Kelly readily accepts and prefers change
- May make exceptions to established procedures

Question: Many jobs these days have lots of rules and standards that must be followed. Tell me about a time when you were really busy handling many things at once and accidentally forgot to follow a policy or procedure. What happened and how did you deal with it?



Interpreting the Graphs

For each dimension, the assessment report plots a point on the curve using a red star. The star marks a point on the continuum of behaviors. For example, look at the graph for Extroversion. The continuum goes from “Reserved Listener” to “Outgoing Talker.” The green bars show the ideal area for a candidate for the job of home care caregiver. This candidate is more outgoing than reserved, but still falls into the green bar area for this job.



Interpreting the Score

The integrity and personality assessments each include a **distortion index** (called the “Good Impression” scale on both assessments). This is a validity scale that measures the degree to which the person responded frankly to the assessment items or responded in such a way as to make a good impression.

On the graph above, if the star is on the right hand side of the benchmark (indicated by the arrow) on the “Good Impression” scale, the individual has exaggerated and the report may not be accurate. Similar concerns with the accuracy of the integrity assessment will be displayed in grey for the “Good Impression” scale on the “Attitudes” graph.

The number in the square box on the graph above is the overall job fit score for the personality assessment. This number reflects how closely the individual’s personality and traits match the results for successful caregivers. High numbers are a better job fit.

All three assessments also include **behavioral interview questions** to follow-up on assessment items of concern.

Assessments, scoring and reports are available on-line. The assessments can be given on paper if necessary and then keyed into your on-line administration area for scoring and accessing reports. When giving assessments by paper, have your administrator give these instructions; “The attitude and personality assessments have been designed to detect false and exaggerated responses. Failure to respond in a straightforward manner may invalidate your results.”

The integrity assessment takes 10 to 15 minutes to complete, depending on how many optional scales are included. The personality and behavior assessment takes 7 to 10 minutes. The cognitive assessment is timed and takes 7 minutes to complete. (If you

administer the assessments on paper, your administrator will need to time the cognitive assessment.)

The Selection Process

A common question we hear from our clients is, “If I use pre-employment assessments, do I have to give them to every applicant?” Here’s the answer:

Assessments can be used at any step of the selection process, but like all other steps in that process, must be consistently administered.

Leading Home Care pre-employment assessments are **designed to be used in conjunction with the interview**. The system will generate behavioral interview questions based on assessment results and core performance indicators for successful caregivers. Therefore, our assessments should be **administered before the formal interview**.

In addition, you can significantly improve the effectiveness of your reference check process by taking advantage of the data from the assessments and interview. You no longer have to ask the generic, “Is Sally a good worker?” (To which you will usually get a generic answer, “Fine.”). Instead, you can ask a specific question regarding the behavioral trait identified as a concern.

Other than the items noted above, think through what works best in your situation. Is your applicant volume high? Are your interviewers overwhelmed? Can your staffing coordinator add a brief pre-screening interview? Here are some other things to consider.

It would be a waste of money to administer assessments to applicants who do not meet the minimum basic requirements of the job. Most companies already pre-screen for basic minimum requirements, usually either by phone or on-line. Likewise, it would not make sense to spend money on expensive background checks or drug testing before assessments and interview. After pre-screening for basic minimum requirements, some companies add an application review with a brief pre-screening interview.

This is the process that I have used in the past, in my own staffing agency:

1. Pre-screen for minimum basic job requirements (by phone or on-line).
2. Application review (with brief pre-screening interview).
3. Administer assessments.
4. Formal interview (using behavioral questions from assessment results).
5. Reference checks (using assessment and interview results).
6. Background/Police checks, drug testing, etc.

Researched, Benchmarked and Targeted to Our Industry

We've heard from many of you, that recruiting and retention of caregivers is one of your biggest challenges. There is a high degree of interest in pre-employment assessments, but the process of finding a tool that is valid and reliable and a good fit for our industry is confusing and complicated. It can often include a time consuming and expensive benchmarking process.

The good news is, much of that work is done. The developers of this pre-employment assessment tool have conducted a benchmark study, using the position of "home care caregiver." They have used that research to give you a comparison in the assessment report that will help you make better selection decisions for your caregivers. We'll provide you with training materials and assistance in getting started!

The U.S. Department of Labor estimates that it costs a company one-third of a new hire's annual salary to replace an employee. Using a wage rate of only \$6 per hour, it costs a company \$3,600 for each departing employee. There's an old saying in the staffing industry, "Hire in haste, and repent at leisure."

How to Use The Private Duty Caregiver Assessment Tool

To begin using the Private Duty Caregiver Assessment tool, you will first need to set up an account at the Leading Home Care Assessment Center. This set-up can be completed in a matter of minutes.

Once your account is set up, you will receive a password. Then you will go to the web site <http://homecare.testingport.com>. You'll enter the password and be ready to administer the assessments.

Your caregiver job candidates can complete the assessment online, using a computer in your office or any other computer with internet access. Or, you can have them complete the assessment on paper, and then you can enter the answers into the testing port.

Pricing: Initial Set-up Fee

There is a one-time set up fee of \$149.00. This includes the cost of getting your account set up on the testing port, personal phone assistance with Diane West to help you get started, and a copy of our new e-manual, *The Private Duty Caregiver Selection System*. This is a complete description of a suggested selection system described above.

If you purchase a copy of *The Private Duty Caregiver Selection System* e-manual separately, the \$149.00 purchase price for the e-manual can be credited to your set-up fee, since the manual is included as part of your start up cost.

After the set-up fee, which is a one-time payment only, you have two options for purchasing your assessments:

Option 1

You can purchase assessments in increments of 25, 50, or 100 according to the price schedule below. (We have used the term “units”, since the price for one “unit” includes all three assessments: integrity, personality and cognitive.)

- 25 units @ \$20.00 each = \$500.00
- 50 units @ \$19.00 each = \$950.00
- 100 units @ \$18.00 each = \$1800.00

Option 2

You can purchase an annual license. With an annual license, you can use as many assessments as you need for one year. This option has the added benefit of enabling you to administer the personality and cognitive assessments to your current employees at no additional cost (integrity assessments can not be given to current employees).

The cost for an annual license is \$15.00 for each current employee in your company, with a minimum of \$750.00 for 50 employees or less.

Number of employees is determined by calculating the average number of checks actually paid during the past four pay periods.

**To set up your Private Duty Caregiver Assessment account,
contact Diane West at Leading Home Care: phone (502) 339-0653
or email to: Diane@leadinghomecare.com.**