

CASE STUDY

Home Instead Senior Care Pasadena Makes a Personal Decision to Partner with CareAcademy

Home Instead Senior Care Pasadena became a CareAcademy customer in October 2017. Built on a long-standing reputation, Home Instead is a premier provider of home care services in the United States. Their motto is: “To us, it’s personal,” so we interviewed Co-Owner/Director, Greg Sanchez, Ph.D. to learn just how the CareAcademy platform helps Home Instead Pasadena stay true to their mission to provide quality care.



About Home Instead Senior Care Pasadena

The Home Instead Senior Care franchise network consists of over 1,000 locally owned and operated home care agencies worldwide dedicated to keeping aging adults in their homes. Home Instead Senior Care Pasadena has been delivering in-home care to clients in Glendale, Los Angeles, Altadena, La Canada Flintridge, Pasadena, San Marino, South Pasadena, San Gabriel for over 14 years and has achieved success by focusing on delivering dependable and compassionate home care.

It is this simple and practical approach that has fueled Home Instead Pasadena’s double-digit growth over the past two years despite competition from over thirty different agencies in their local market. Greg Sanchez credits their success to Home Instead’s long-standing reputation and personalized approach to care that is supported by a comprehensive training model that emphasizes the delivery of compassionate, individualized care by skilled CAREGivers (SM).

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This is definitely a platform that pays for itself.” – Greg Sanchez, Ph.D., Co-Owner/Director

The Challenge

New California Regulations Require Home Instead Pasadena to Reevaluate Caregiver Training Options

Home Instead Pasadena’s approach to personalized care starts with finding the right candidates that match their culture and mission-centric goals for in-home care. They tap a variety of networks to find compassionate caregivers of varying ages and educational backgrounds with a goal of finding talent that has a strong desire to connect with individuals. Above all, quality caregiving is core to their service offerings and so, they enlist talent that is ready to continue their education through regular upskilling.

To this end, Home Instead Pasadena developed an in-house training program that is central to their operations fulfilling their goal to provide consistent, frequent and comprehensive training that develops the skills and confidence indicative of Home Instead Pasadena’s compassionate care model.

However, when California’s new caregiver training laws requiring five initial and five annual training hours went into effect on January 1, 2016, Home Instead Pasadena decided to explore how they could gain more efficiencies while preserving the integrity of their training program. Home Instead Pasadena already required three classes before entering the field and five hours of continuing education; the cadence, frequency and content of which they determined based on market and client needs. State mandated requirements offered a new challenge.

It was time to innovate and they needed a solution that answered three essential questions:

1. How can we provide the state required training on a revolving basis since initial and annual certification dates will vary for each caregiver?
2. How can we monitor and track when certifications are due for each caregiver so they can remain compliant with California law year-round?
3. How can we inspire caregivers to train beyond the five-hour requirement so they can upskill to meet market demand?

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Solution

A Blended Learning Model Provides Exceptional Caregiver Training In-Person and Online

Since Home Instead Pasadena employs over 120 caregivers, the new California law presented a fresh opportunity for them to explore solutions that could facilitate compliance, standardize training and delivery, offer user flexibility, and scale for agency growth. Additionally, Home Instead Pasadena wanted a partner that would complement the hands-on training protocols that had solidified Home Instead’s franchisor reputation over the past 24 years. They decided the best way to proceed was to locate a quality online provider of caregiver education.

All things being equal, price drove their initial search until Home Instead Pasadena discovered CareAcademy. CareAcademy offered a different level of training that went beyond the rote offerings of its competitors. What made the difference was the following:



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Quality content: Video-based courses designed to elicit a response and deepen the caregiver’s understanding and recollection of the material demonstrated CareAcademy’s commitment to fostering engagement. Additionally, their easy-to-use interface and comprehensive offering that incorporates quizzes, assessments, and certificates impressed them. And with CareAcademy’s Co-Founder being a medical doctor, Home Instead Pasadena was confident that the content being created would meet industry standards and resonate well with their caregivers.

“The CareAcademy platform is much more robust than others that provide minimal information. CareAcademy allows you to see caregiver progress on a macro and micro level by course or by each individual. I can see everything at a glance and access certificates on the fly. Our caregivers also find it extremely simple to use too, but if they have any questions, CareAcademy’s 24/7 support handles it.”

Anytime, anywhere access: Home Instead Pasadena traditionally trained all of their caregivers in-house, but the new state mandates meant that training and certification could no longer occur at fixed, predictable intervals. Moving to an online model provided more flexibility and finding a provider that enabled mobile access allowed Home Instead Pasadena to offer caregiver training without worrying about managing dates, times and locations.

“Our caregivers are happy with CareAcademy. Video- based content helped standardize training and leveled the playing field for our caregivers. We also have a lot of individuals who are mobile so it was important to have a system that allows them the flexibility and freedom to train when and where they want. Having access to trainings on the go was a big selling point for us.”



Open dialogue: Home Instead Pasadena could see a strong synergy with CareAcademy and viewed it as the perfect complement to their in-house training. Caregivers would learn the fundamentals online and then come to their offices to demonstrate what they had learned. Ongoing access to CareAcademy classes not only enabled a continuous feedback loop between Home Instead Pasadena and its caregivers but also with the CareAcademy team who had an ongoing desire for feedback.

“Like our motto, ‘to us, it’s personal’ and the CareAcademy team’s approach to our engagement was a turning point for us. We really valued the opportunity to provide feedback. And they continue to solicit our input to improve and extend the platform. It’s clear that the customer’s voice is a pivotal component of CareAcademy’s growth model rather than the pre-packaged course delivery models indicative of other providers. I can’t wait for the next version to roll out.”

For these reasons, CareAcademy was selected as the provider of choice for Home Instead Senior Care Pasadena.

Results

A Restructured Training Model That Successfully Blends Online and In-Person Instruction

By leveraging the CareAcademy platform, Home Instead Pasadena was able to augment their in-house training with quality online content that complimented their current training methods. Today, all Home Instead Pasadena caregivers are actively using the CareAcademy platform for initial and annual training supplemented by Home Instead Pasadena’s proprietary training to demonstrate their learnings.

With their CareAcademy subscription, caregivers have ongoing access to a rich library of tailored made classes designed to promote better care and maintain their compliance. Home Instead Pasadena also uses CareAcademy training to aid with recruitment by adding CareAcademy training as part of their compensation package

Operationally, Home Instead Pasadena can easily monitor which courses caregivers have completed and check their compliance records. Moreover, CareAcademy handles all of the reminders and issues the certifications so Home Instead Pasadena can focus on business growth rather than compliance administration.

“A main driver for using CareAcademy is the utility and simplicity of it. For agencies who need a great way to manage training, it’s a time saver when it comes to compliance, but most importantly, it helps avoid the headaches that come with monitoring and tracking certification due dates. For caregivers, it’s an easy way to learn without sacrificing time or quality. When researching vendors, we were initially driven by price, but that was no longer a deciding factor when we came across CareAcademy and saw that we could achieve the same level of quality Home Instead is known for. This is definitely a platform that pays for itself.”

Learn More

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