

Facing Post COVID Staffing Woes, CareFinders Finds a Solution—and People—with Live Conversational SMS Chat



- Provider of 1-on-1 home health aides
- 8,500+ families served
- 7,500 caregivers
- 3 states: CT, NJ, PA
- Acquired by ModivCare in September 2021

PROBLEM: A Hiring Headache Turned Hiring Migraine

Recruiting home health aides has never been easy. An aging population and a desire to remain at home means the need for in-home personal care is great. As a result, competition for people willing and capable of the assignments is fierce. Caregiver turnover is common. When you add in the complexities of state and federal regulations, certifications, and reporting requirements, it's easy to see why recruiters get stressed.

The global pandemic, shutdowns, and ever-changing government mandates haven't made things easier either. Just ask Erika Duncan, chief people officer for CareFinders, a fast-growing, regional home health agency* that serves 8,500 families across Connecticut, New Jersey and Pennsylvania.

"During the peak of the pandemic, CareFinders, like other companies in the home care business, had to make swift adjustments. Our patient demand for caregivers grew and the available workforce reduced. Between the fear of being in homes and the increase in government subsidy we lost a lot of headcount.," Duncan explains. "By January 2021, restrictions were being lifted and the need for home health aides continued to increase. We needed to bring back as many of our aides as we could."

And so did every other employer. Trouble is, COVID had left the regional workforce in shambles. Some people were scared to return to work and the possibility of exposing themselves to the virus. Others were content remaining at



Text-Based Recruitment Blitz to Connect, Engage + Keep the Conversation Going

- Link to live chat button on website
- Link to live chat on job posts
- Link to live chat on social posts
- Promotional text blasts



Our monthly goal is to hire 200 new caregivers. During the first three months of using PivotCX, we exceeded our goal each month. In one of those months, we were 83 hires over goal! Today, we attribute roughly 25% of candidates to our chat recruiting program.



- Erika Duncan, Chief People Officer



home with government assistance. The diminished labor pool caused employers—and not just in health care either—to increase their wages and offer bonuses.

Says Duncan, “It was crazy. Suddenly, we were competing with fast food restaurants that were paying more for starting positions than we were.

It also didn’t help that many home health agencies were increasing hiring bonuses. All that did was force all agencies to do the same to remain competitive and the aides have the potential to jump between them.”

“If we were going to remain competitive and differentiate ourselves, we had to change our recruiting approach,” she adds.



We initially engaged the Field of Talent team to help us recruit corporate level positions, which they did very well. When they mentioned how the PivotCX live candidate engagement platform could help us hire more caregivers faster, we were all ears. We immediately saw how texting could accelerate the hiring process, improve the candidate experience and really differentiate us.



- Ed Demm, Talent Acquisition Manager

SOLUTION: An Exciting New Text-Based Recruiting Tool, PivotCX

CareFinders hired Field of Talent as its full-service recruitment partner to build out their talent acquisition team, recruit key leadership people for the company’s corporate office and help implement an applicant tracking system. After successfully completing these tasks and learning of the need to rapidly recruit and hire frontline home health aides, Field of Talent suggested a new tool: PivotCX, a platform that combines live SMS chatting with focused digital marketing to bring immediacy and live conversations back to recruiting.



“What’s exciting about PivotCX is that it connects with potential candidates using a medium that’s convenient and where people feel most comfortable: texting,” explains Field of Talent Founder and CEO David Anderson. “When coupled with other digital tactics, we believed it was going to ramp up CareFinder’s recruiting and hiring, while differentiating them from other home health agencies. Over 71% of all hires were engaged on the PivotCX chat platform.”

CareFinders agreed and said “GO!”

TACTICS: Designed to Create an Immediate, Personal Connection

Two of the major benefits of using the PivotCX platform are these: companies can immediately respond a candidate, eliminating wait times and risk losing a potential employee, and the live, real person response via a conversational text chat. While it sounds incredibly simple, it’s simply not the norm in the industry today. Wait times for a response from a recruiter can easily stretch into days and weeks, by which time the candidate has likely found another job. Responding via phone or email just doesn’t work.



Another aspect of the PivotCX platform that helped us re-engage with former employees was promotional text blasts. We provided PivotCX with the database and message and out it went via text.

This was a very effective way to reach former employees and start a conversation about rejoining us.



- Erika Duncan, Chief People Officer

So what Field of Talent and partner PivotCX did was create multiple engagement points—links—where potential candidates could immediately connect and start a conversation. This included CareFinders' website, ads on job boards such as Indeed and ZipRecruiter, and on social posts. The link to the candidate to PivotCX where trained and scripted candidate advocates were available 24/7 to respond within seconds.

Once candidates were engaged and texting, the PivotCX team captured screening information, answered questions and captured follow-up contact information. CareFinders could review all engagements, conversations, and hiring recommendations on a custom dashboard. These data points are extremely important when recruiting for an industry such as home health aides with many complexities and idiosyncrasies.

Finally, PivotCX deployed blast text campaigns to re-engage with former employees and bring them back to the CareFinders team. CareFinders provided the database and PivotCX did the heavy lifting.



PIVOTCX: A Better Candidate Experience

The real “light bulb” moment for CareFinders was learning just how much potential candidates liked texting with PivotCX and later their own recruiters. Says Duncan, “With text, we weren’t playing ‘phone tag’ or getting ghosted on email. People are comfortable texting and the majority respond. I think there’s a comfort level with text because the individual controls the conversation in terms of when they respond and how they respond. There’s also a difference in attitude; people are more confident, and conversations are more candid than a phone call.”

Duncan also found that text converted people from curious but not actively looking for a job to interested in joining the CareFinders team. “No one likes looking for a job, but text is just so easy and natural for people. It allows us to interact with candidates earlier in the process. People get questions answered before committing to being a candidate. Live text makes the process more palatable,” she says.

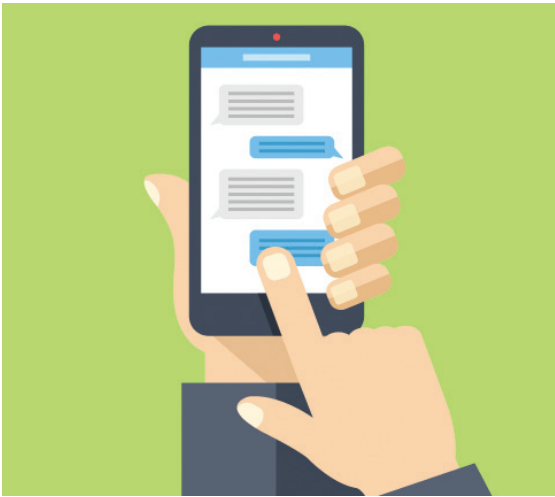


We quickly determined candidates are far more likely to respond to a text rather than a phone call or email. We also discovered a huge difference in how people interact with us when using PivotCX's live chat platform. With conversational texting, candidates are more confident and candid talking with us versus a phone call.

Texting is so much more flexible and agile.



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THE RESULTS: Speak for Themselves

Month	Hiring Goal	Total Hired
February*	200	214
March	200	283
April	200	210

CareFinders' target goal was 200 hires per month. In three months, the PivotCX program and live SMS platform helped CareFinders exceed its monthly goal despite the tough labor market and incredible competition from other employers.

Impressed with the results, CareFinders launched a "re-engagement" campaign to reach candidates who dropped out of the recruiting process. Again, within 90 days, 86 home health aides were hired as a result of this text-enabled effort. Time to hire was significantly improved for candidates who received a chat versus those who moved through the traditional process.

Duncan is pleased with the results secured by Field of Talent and the PivotCX live candidate engagement platform. "We had a tight time window and we needed to scale quickly. Field of Talent and their partnership with PivotCX provided a consultative approach and the tools that helped us build the recruitment momentum we needed."

* CareFinders was acquired by ModivCare in September 2021.

CALL TO ACTION – PivotCX to provide

Save time.

Engage candidates.

Increase productivity.

Achieve better results.

Get more clicks!

