

# Supercharge Caregiver Hiring



How a simple tool helped a home care organization grow staff by 17% in just 90 days!

Kawartha Home Health Care (KHHC) was founded in 2015 and is a leading provider of home health services in rural Ontario, Canada. Family owned and operated, KHHC has grown to offer a spectrum of services to their local community; from personal support and nursing to transportation services.

During the pandemic, Patti Clancy, CEO of KHHC, was exploring different ways to improve hiring for vacant positions. Conventional channels, like Indeed, were no longer providing a reliable source of candidates. With growing demand for at-home care services and an industry-wide labour shortage, KHHC was challenged to keep pace with the community's need for care. Patti needed to hire care workers quickly and efficiently to keep pace with local demand. Two weeks later, she launched Caribou Rewards across KHHC.

## KEY OVERVIEW

- 🏠 Kawartha Home Health Care
- 📍 Peterborough, Ontario
- 🌐 [www.kawarthahomehealthcare.com](http://www.kawarthahomehealthcare.com)

Total staff before Caribou Rewards: **54**

Staff growth driven by Caribou Rewards:

**17%**  
over 90 days

- 9 new hires
- 12 additional offers pending

*Caribou has been so incredibly positive for our recruitment process. Our front-line staff have become actively involved with our hiring and we have been able to positively grow our team!*

***Caribou has become our main source of discovering new talent and has replaced our regular process of scouring job sites via Indeed, Zip, etc.***

— Patti Clancy • CEO, Kawartha Home Health Care



*“The Caribou team opened up avenues for recruitment we didn’t even know was possible! Their team was caring, compassionate and thorough, and was able to guide us to improve our hiring process. Our staff is now our main source of recruitment, and the quality of applicants has vastly improved.”*

— Patti Clancy • CEO, Kawartha Home Health Care

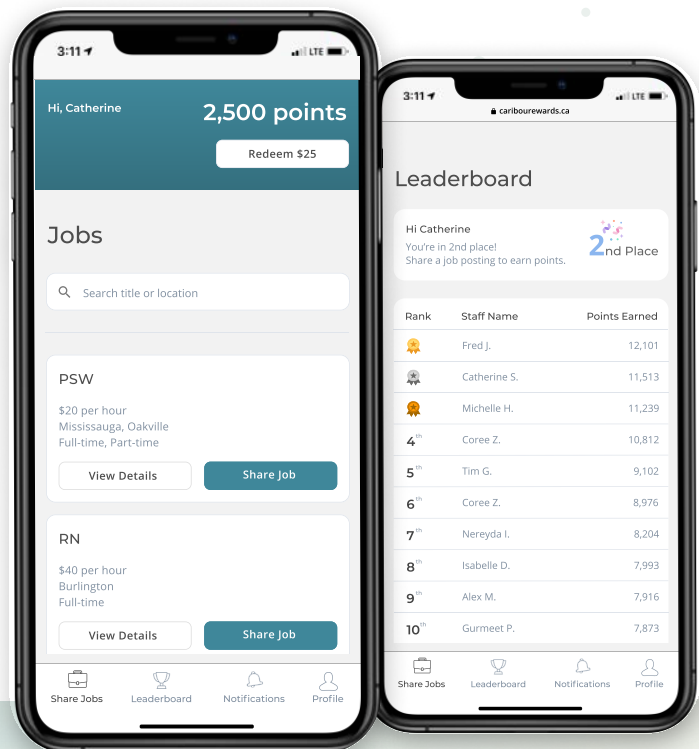
Hiring quality home care workers has been a time consuming and stressful process for KHHHC. Like many agencies, KHHHC management was doing everything they could to provide their services to those in need, but with high turnover rates and difficulty attracting quality applicants, they were finding it difficult to keep up with demand. KHHHC used conventional recruitment methods like Indeed and community marketing, but these channels were becoming more expensive and less fruitful.

In home care, staff referrals are the best source of high performing candidates. Referrals are also retained twice as long compared to conventional hires. KHHHC had a referral program, but it was difficult to keep top of mind, so staff rarely engaged. The program was also cumbersome for administrators, involving spreadsheets and emails to keep track of staff bonuses. **KHHHC launched Caribou Rewards with the objective of turning staff referrals into their top recruitment source.**

# The Solution

Caribou Rewards is a simple tool that gamifies the end-to-end referral process and transforms existing care staff into highly effective recruiters. Staff earn points automatically at each step of the hiring journey:

- When a job is shared with their friends, family, and social networks
- When a referral applies
- When an offer is extended
- When a referral completes their first shift, stays 3-months, and stays 6-months



Points can then be redeemed for cash on their paycheque. With a fun and easy user experience, Caribou Rewards removes the barriers to a successful referral program.

For administrators, Caribou Rewards streamlines the hiring funnel with a simple dashboard. This allows hiring administrators to focus on hiring great candidates without having to worry about the manual tracking of referrals and payouts.

## KHHC's Reward Structure



Referral Stage	Points Earned (\$ Equivalent)
Job shared	100 point (\$1) up to max of \$5 / month
Application received	200 points (\$2)
Employment offer extended	1,000 points (\$10)
Referral completes first shift	5,000 points (\$50)
Referral actively works for 3 months	25,000 points (\$250)
Referral actively works for 6 months	25,000 points (\$250)

## EVALUATION

To measure the impact of Caribou Rewards, this case study focuses on (1) the launch experience for KHHHC front-line staff (2) the workload impact on hiring administrators at KHHHC and (3) the overall impact on hiring.

### LAUNCH EXPERIENCE FOR KHHHC FRONT-LINE STAFF

KHHHC has 54 front-line staff delivering care across the Kawartha region - a rural cottage community located 2 hours from Toronto, Canada. These care workers cover an expansive geography, are constantly travelling, and service a large number of clients. Like all care workers, they are busy and not traditionally interested in using new technology.

When KHHHC rolled out Caribou Rewards across their organization, the focus was on simplicity and engagement. Excitement for the new program was built via email, conversations with office staff, and other internal communications. Staff were primed and ready to earn big bonuses for recruiting their friends to open jobs.

The day of launch, staff did not require hands-on training and began to use Caribou Rewards right away. Following a short recorded kick-off event, all staff received an email and SMS on their work device with a unique link. In two taps, staff were sharing jobs with friends in their network.

### Over the course of the 90 days...

- ✓ 76% of KHHHC staff engaged with Caribou Rewards
- ✓ 523 job postings were shared
- ✓ 40 candidates were referred  
(21 of which received an offer)
- ✓ 9 staff were hired (with 12 offers still pending)
- ✓ Over 97,000 points (\$970) was given to front-line staff for their effort and results!



## THE WORKLOAD IMPACT ON HIRING ADMINISTRATORS

Like most care organizations, KHHHC administrators are stretched extremely thin. Everyone on their team covers multiple functions of their operations: from scheduling, to pre-screening, to hiring. Historically, KHHHC relied on Indeed as the primary recruitment source for new staff. They would interview dozens of candidates before successfully converting one to a hire. This process is taxing on the team and consumes a significant portion of their time.

Once KHHHC launched Caribou Rewards, they began to experience a more efficient recruitment process. In comparison to Indeed, referrals tended to be higher quality candidates. With Caribou Rewards, 43% of candidates got hired. Saving the team valuable time and energy to focus on other priorities - like scheduling challenges and marketing strategies.



## THE IMPACT ON HIRING

At the time of writing, KHHC has hired 9 home care workers through Caribou Rewards who have begun active work. There are 12 additional offers outstanding, resulting in a potential of 21 new hires in a 90-day period.

**KHHC grew their active staff count by 17% with a potential to realize growth of 39%.**



## THE BOTTOM LINE

**In 90 days, Caribou Rewards transformed KHHC's active staff into a network of recruiters.** The technology was easy to use for staff, created no additional administrative burden for HR, and enabled **KHHC to grow their active staff by more than 17%.**

## Need to supercharge your hiring?

Contact us at [alex@caribou.care](mailto:alex@caribou.care) so your agency can be the next featured case study of double digit hiring growth in 90 days!