



Attract & retain an **engaged** workforce

Improving recruitment, retention, & performance with staff rewards designed for home care



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— mission

**Enhance the world's
capacity to care.**

**Help home care
companies attract &
retain amazing staff.**



How do we attract more people to home care?

How do we improve the underlying caregiver experience?



We must change the narrative from...

✗ **Underpaid**

✗ **Under-appreciated**

✗ **Unmotivated**



We must change the narrative to...

✗ **Underpaid**

✗ **Under-appreciated**

✗ **Unmotivated**



👍 **Financially stable**

👍 **Appreciated**

👍 **Filled with PURPOSE**



Better experiences need to include...



Showing
Appreciation



Aligning Incentives



Improving
Communication

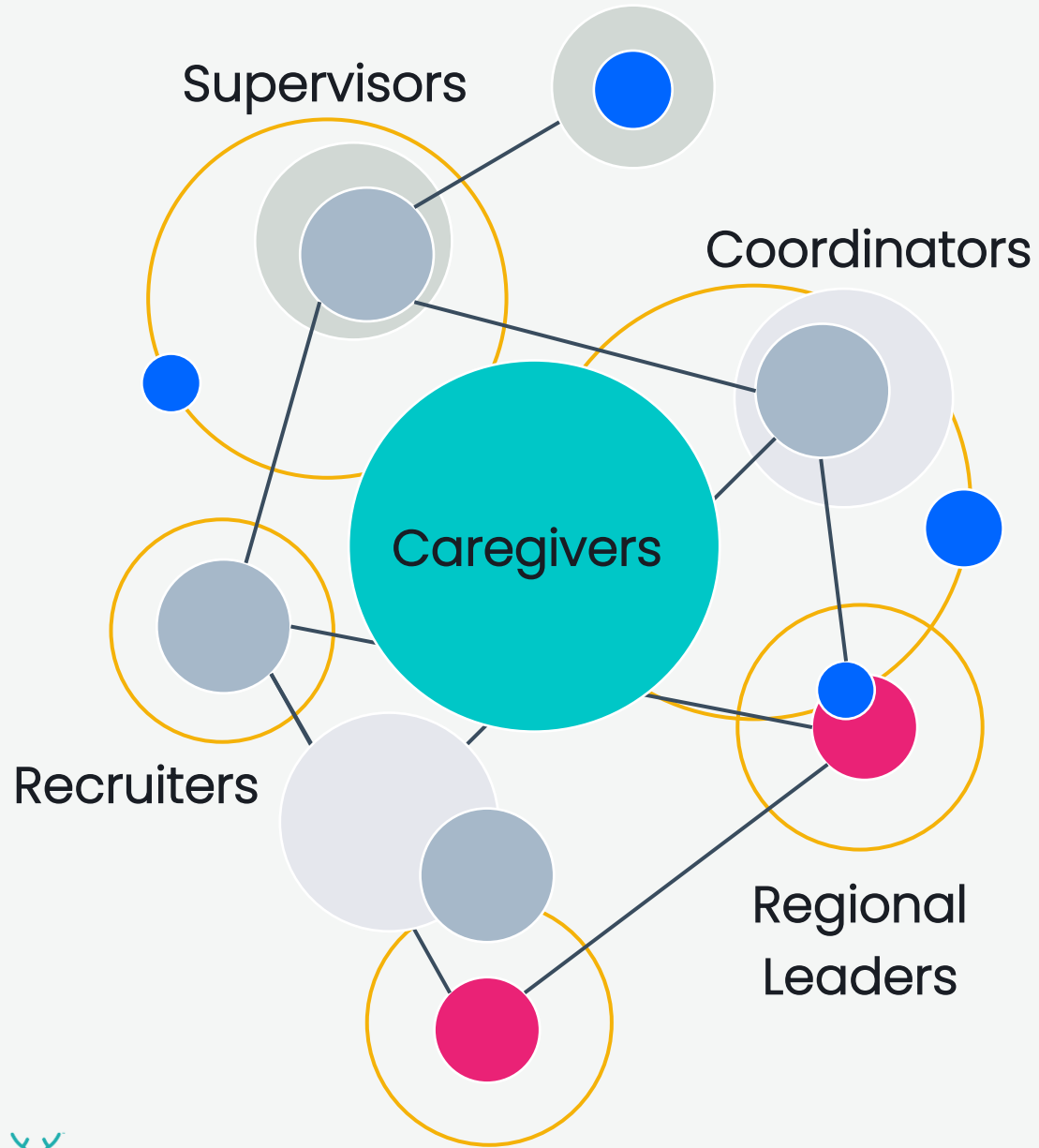


Creating advocates to
drive referrals



Reducing
administrative work





Align the frontline & office staff



Incentives programs are tough to get right

69%: Reminding staff

54%: Keeping it fun over time

31%: Updating employees

23%: Administering

8%: Effort to claim

Difficult to
communicate

Difficult to
administer

Source: Survey of 295 Care Organizations



— solution



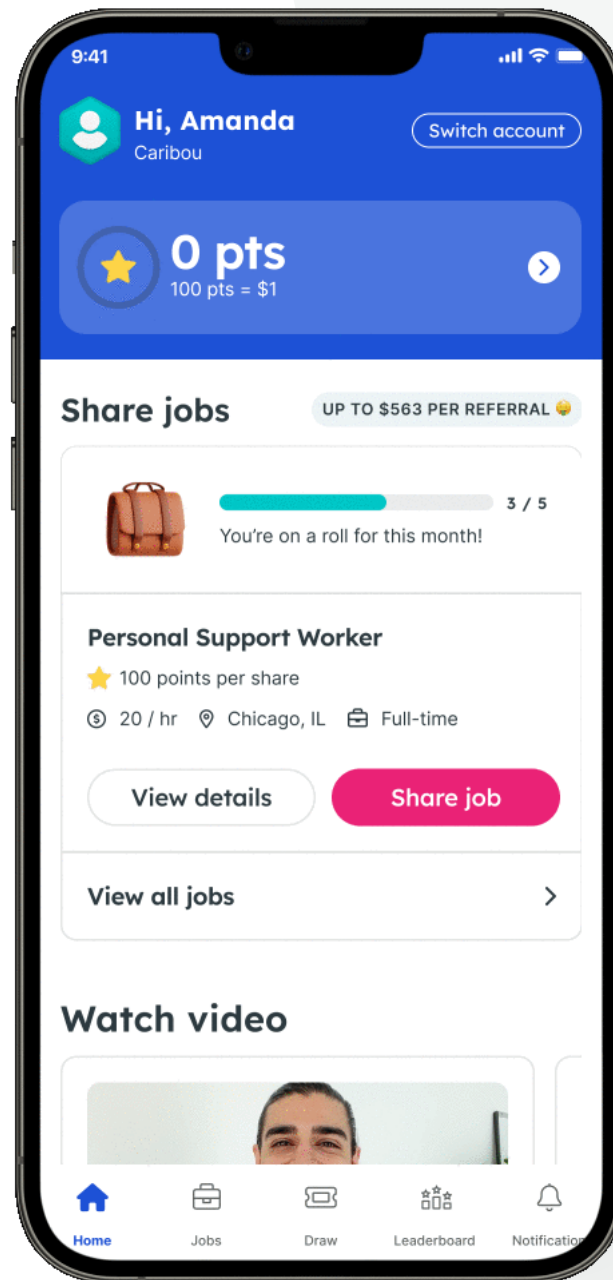
Incentive-pay for home care

Gamify recruitment, retention, & performance

10,000 Points



Operationalize rewards



Make **over 90%** of staff
feel more appreciated.

Tie rewards to outcomes
that matter.



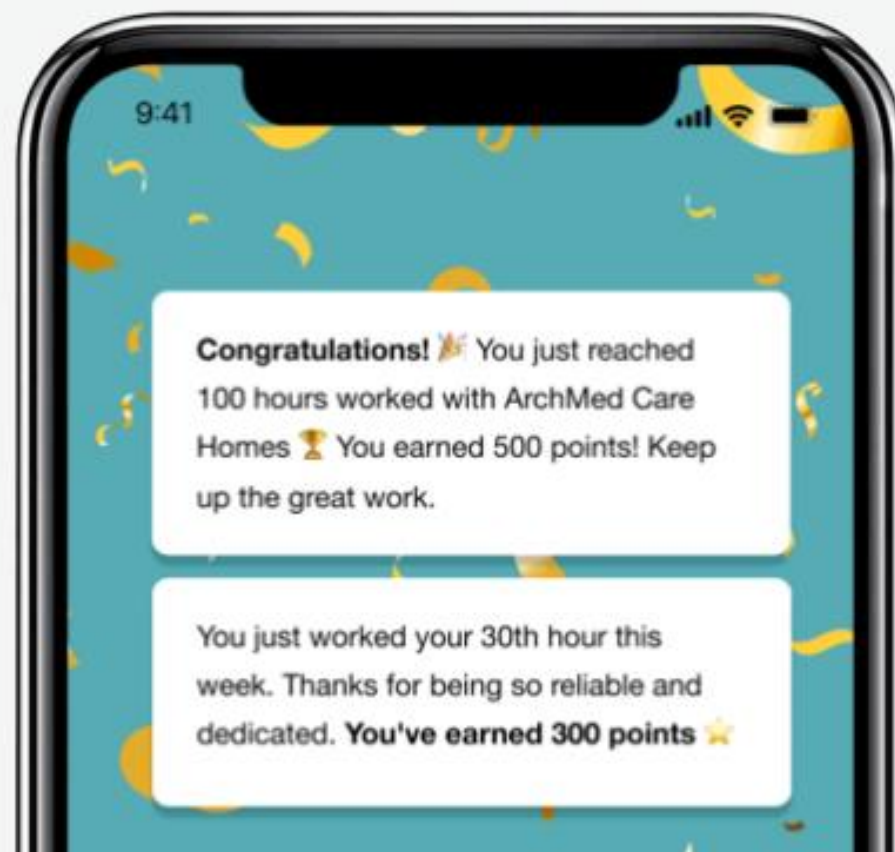
Motivate strong performance (automatically)

**Taking on a high
client load**

**Strong EVV
compliance**

**Accepting short
shifts**

**Hitting retention
milestones**



Integrate directly with scheduling systems



Create a culture of recognition

**Low effort & high
impact recognition**

**Budgets &
analytics**

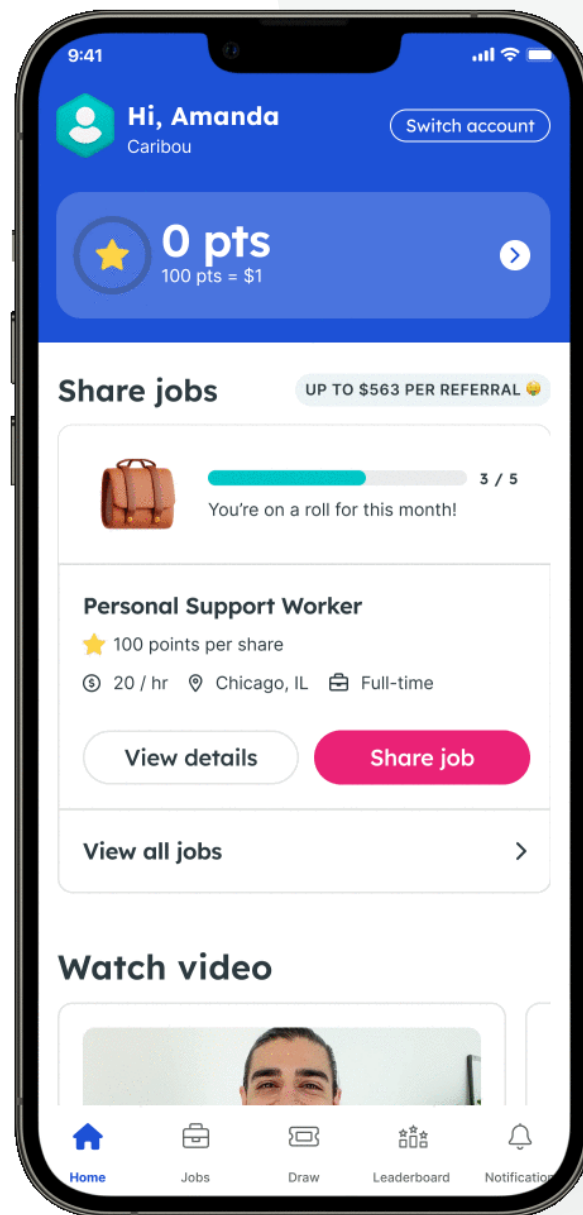


**Timely recognition
in the moment**

**Consistent rewards
& less favoritism**



Drive more staff referrals



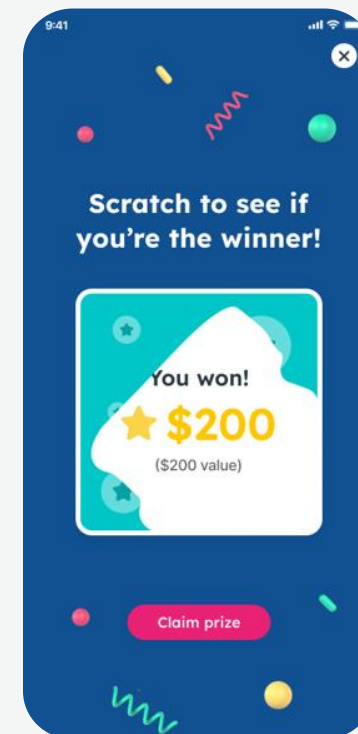
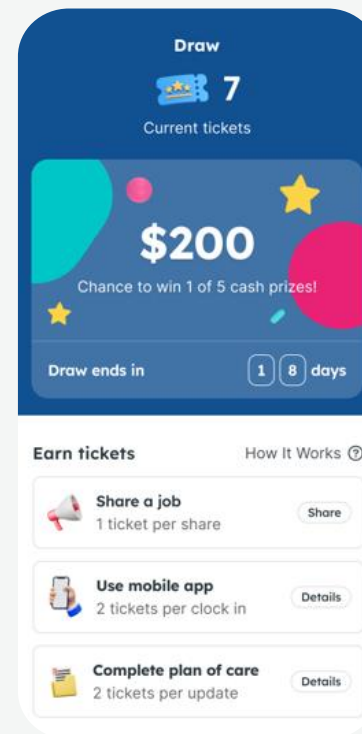
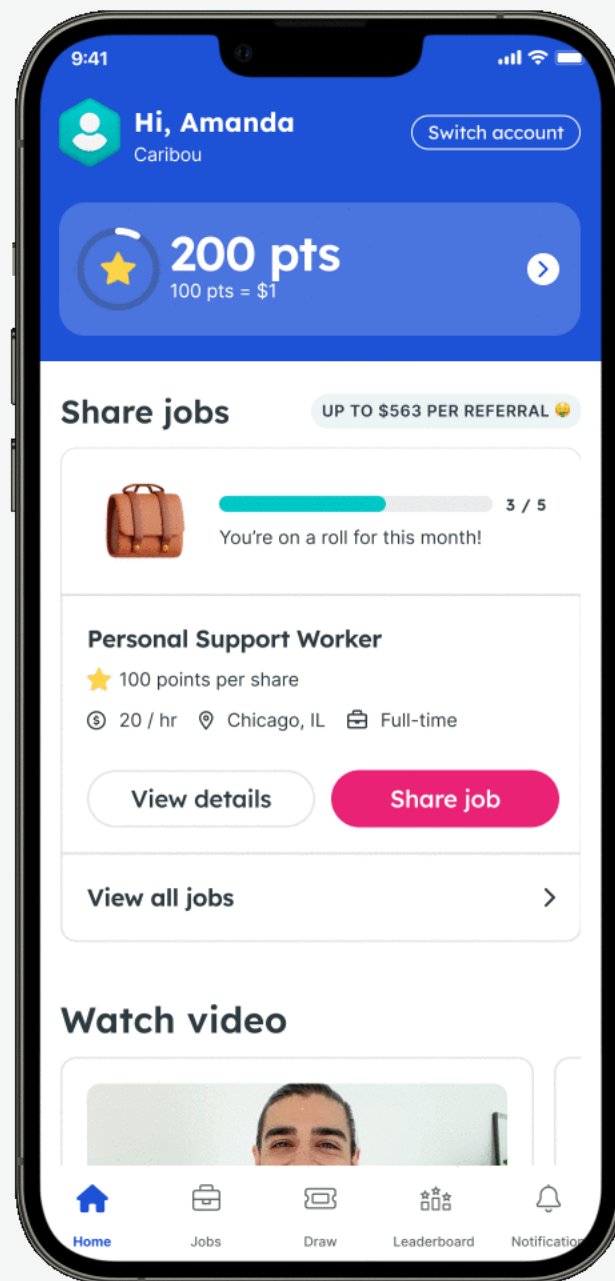
Reward effort & results

Make it easy

Automate oversight



Create a delightful staff experience



Driving business impact

Better conversion

4X More likely
to get hired

Better retention

86% Of all Caribou hires
are still active with
their agency

Better loyalty

24% More billable
hours worked

Better recognition

90% Of staff feel more
appreciated





EVV Case Study

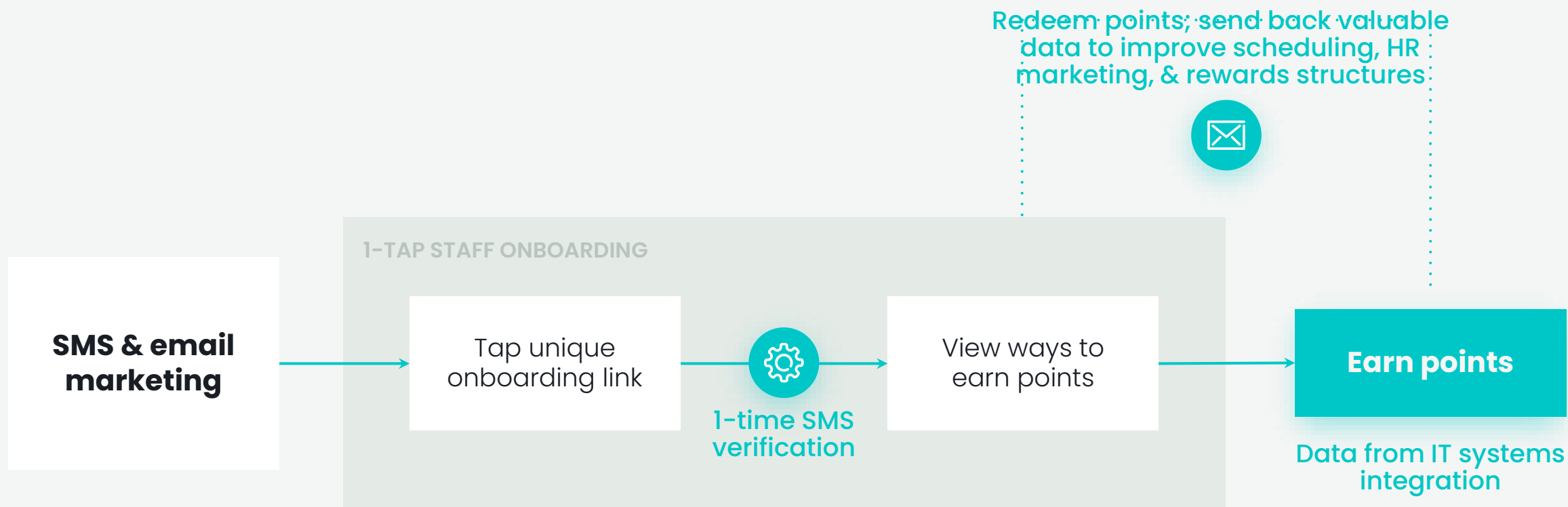
60 days of micro-rewards for mobile app EVV

100% increase in mobile app adoption

40% decrease in manually adjusted visits



A simple launch experience to maximize adoption





Launch Case Study

In the first 48 hours...

- 44% of caregivers engaged**
- 13% of caregivers tried to recruit a friend**
- 59 staff referrals submitted**



Learning alongside forward-thinking employers



**4x more likely to
be hired**

2x retention

Total Caregivers	2,900
Referrals Hired	325
Average Gross Margin per Referral	\$5,200
Value of Referrals	\$1,690,000
Cost of Referrals	(\$243,600)
Net Value from Referrals	\$1,446,400

