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ASSOCIATION

NATIONAL ASSOCIATION FOR  
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# Private Duty Homecare Association

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## How One Private Duty Home Care Agency Recruits Successfully, While Maintaining Community Relations

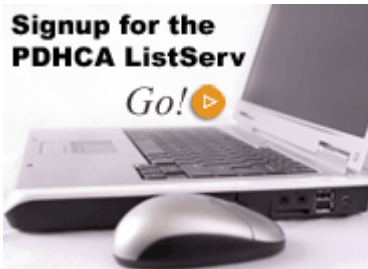
### ***Cypress HomeCare Solutions of Phoenix Uses Television Ads and an Open Attitude***

Recruitment and retention practices should go far beyond just placing an advertisement in the classifieds section of the local newspaper, as Sharon Lovoy SPHR, president of Lovoy's Team Works Inc. told attendees of the Private Duty Homecare Association's Leadership Summit in January. A private duty home care agency's ability to attract the best candidates for employment often depends on whether that company makes an effort to maintain a positive image in the community, said Lovoy. She added that the number one myth in recruiting is that if you build your organization, potential employees will automatically approach you. "Just because you put out a sign, or get a license, it doesn't guarantee anything."

One private duty home care agency taking advice like Lovoy's to heart is Cypress HomeCare Solutions LLC, based in Phoenix, Ariz., which is currently running recruitment advertising on local network and cable television stations. In addition, Cypress has a Caregiver Training Lab on its premises to prepare its recruits for work within the field. Cypress also makes the training lab available for use by other similar home care companies in the area that do not have such a facility. The agency also recently celebrated its 12th anniversary, and hosted an open house for the occasion, inviting members of the community to join in the festivities.

Throughout the past several months, Cypress has aired two television advertisements for the purpose of recruiting employees from the community – not to promote the company itself said Bob Roth, Cypress' managing partner. Roth said the company has received a great response from people who are applying online, over the telephone and in person. Roth said he knew Cypress had to change its recruiting methods because it was hiring too many employees that were not dependable enough. "The quality of caregivers we're getting today is head over heels better than we've ever gotten before," said Roth of the effect the television ads have had.

Roth said that television advertising is more affordable than most people think. "If agencies look at their recruiting dollars and see how much they spend in the yellow pages or weekly in the classifieds section of the newspaper – those dollars could be put toward television instead and it becomes very affordable," said Roth. Several steps were taken to complete Cypress' television campaign, including hiring a media buyer and a production company. The media buyer helped Cypress target which timeslots would be most effective, and eventually decided



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the commercial would run early in the week on several cable and network stations during programs like the local news, soap operas and morning talk shows. "Television advertising is affordable if you know what the target is and you go for it. I compare it to fishing in a barrel instead of fishing in the ocean," said Roth.

The people Cypress is searching for do not need to have previously worked in the field, said Roth – they just need to have a commitment to the company. "Our theme on recruitment is that they don't have to have experience because we'll give them the training and we'll build those skill sets needed to make them good caregivers," said Roth. As a result of Cypress' television campaign for recruitment, Roth was asked to appear on a local television show to talk about the company's efforts and the type of caregivers they seek to hire. Roth said there has never been a claim against Cypress' insurance company during the 12 years of the company's existence, which he credits to preventative maintenance that is assisted in part by the Caregivers Training Lab. "Part of our success is hiring good people," said Roth.

When a decision to hire is made, Cypress' Caregiver Training Lab includes the equipment needed to properly train these potential employees, with two hospital beds; life size mannequins; durable medical tools; wheelchairs; a transfer chair; walkers; crutches; blood pressure cups; urinals; bedpans and other items. Roth said Cypress trains approximately 150-200 people per year. Each of Cypress' recruits go through two full days of training, which includes one day in a classroom setting and the next in the Caregiver Training Lab. Cypress follows curriculum based on one provided by the American Red Cross, and all new caregivers receive training in CPR and first aid. Cypress' employees also undergo a background check which includes drug screenings. Roth said that although Maricopa County, where Cypress is located, has more than 400 home care agencies, only his has this type of training lab. That is why Roth opens up the training lab to competing agencies that approach him about using it. "Having more trained caregivers in our community is good for everybody," said Roth.

Cypress hosted an open house for the community to help celebrate its anniversary, and Roth said about 130 people attended, including Rep. J.D. Hayworth (R-Ariz.); representatives from the local Chamber of Commerce; local physicians, hospice workers; employees of competing agencies and also former clients. Despite Maricopa County's large number of home care companies, Roth said only about four or five are still in operation from when Cypress was first established. Hosting the open house was Cypress' way of showing its appreciation to the community, said Roth.

Before taking over as managing partner in 2003, Roth said he did not have a full understanding of the services provided by Cypress, even though the company was run by his family. Roth said he did not grasp the concept of the business until he saw firsthand how much his mother, Joan Roth, enjoyed having caregivers, and how much assistance they provided her. "Before she passed, she had planned a cruise and was actually going to take her caregiver on the cruise with her. That just shows you how great the bond was that formed between them. She would tell them things she could never tell me or her other family members," said Roth of his mother. The effect that caregivers had on his mother before she died in 2002 was the reason Roth recently dedicated the Caregiver Training Lab to her memory. "It's nice to celebrate because we don't always get the chance to. I think it's quite a tribute to the company as a whole to have the training facility in her name," said Roth.

For more information on Cypress HomeCare Solutions or to view the company's television advertisements please visit <http://www.cypresshomecare.com/>.