

# Homecare during the pandemic

**Brid Gould**

# Key Trends in Homecare



## Population With Higher Acuity

Number of seniors double 2017-2050; 6 in 10 seniors want to stay in their home.<sup>1</sup> Demand led service at present



## Care Moving To The Home

For all populations. Long-term care funding increased from 31% in 2001 to 46% in 2015.<sup>2</sup>



## Fragmented, Increasing Consolidation

Increasing roll-up activity; PE/tech-backed acquisitions



## Strained Payer System

Cost of care, healthcare system burden, economic impact.<sup>4</sup> Public payers increasingly controlling.



## Severe Shortage & retention of Caregivers & Nurses

WW nursing shortage 5.9 million (2018); aging workforce<sup>5</sup>; wage inflation, 79% of agencies cite as a top challenge.<sup>6</sup> Carer t/o 35%<sup>7</sup>



## Technology Disrupts & Enhances Care

Pure play digital care services for back-office, direct consumer matching, telehealth  
Importance of managed care services

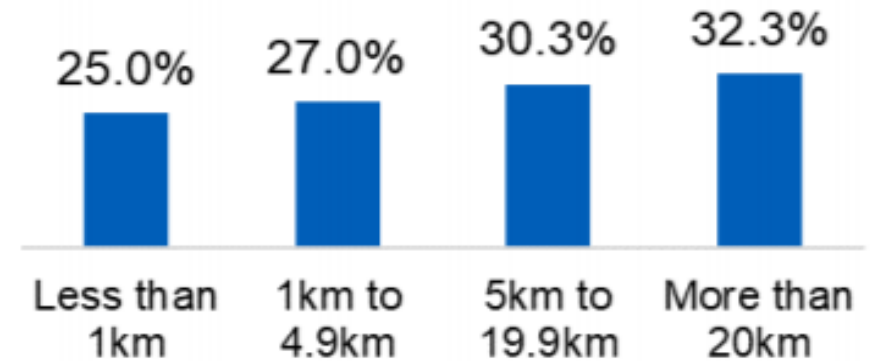
1. AARP Aging In Place Study; 2 – Deloitte, 2018 Global Health Care Outlook; 3 - IBIS/Persistence Research; 4 - IMF Finance Study; 5 – State Of World Nursing

2 2020, WHO; 6 - Home Care Assoc .7 ASC-WDS – data

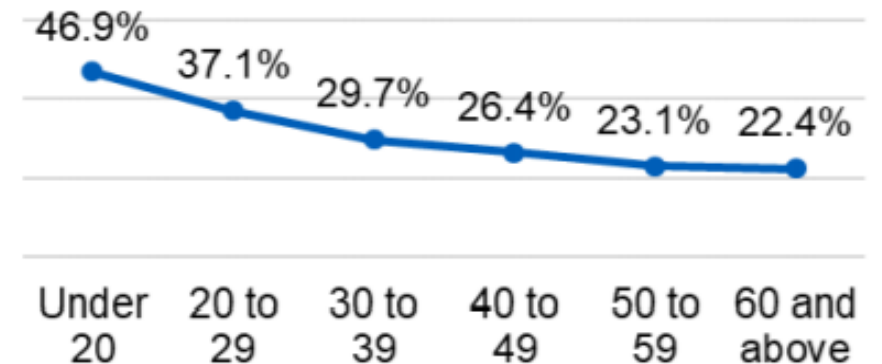
# CHALLENGES IN HOMECARE

1. Quality of work – transactional care models very difficult to retain staff
2. Pay
3. Burnout (high turnover in 0-6months- 30%)
4. Rural areas
5. Travel time (graph A)
6. Healthcare is change – moving client base
7. Greater training and skill required to care for more complex care
8. Lack of affordable housing
9. Time to hire
10. Child care (lack of /affordable)
11. The sector has a problem retaining younger staff (Graph B)
12. Covid

Graph A



Graph B



# The state of the adult social care sector and workforce in England

## Key findings



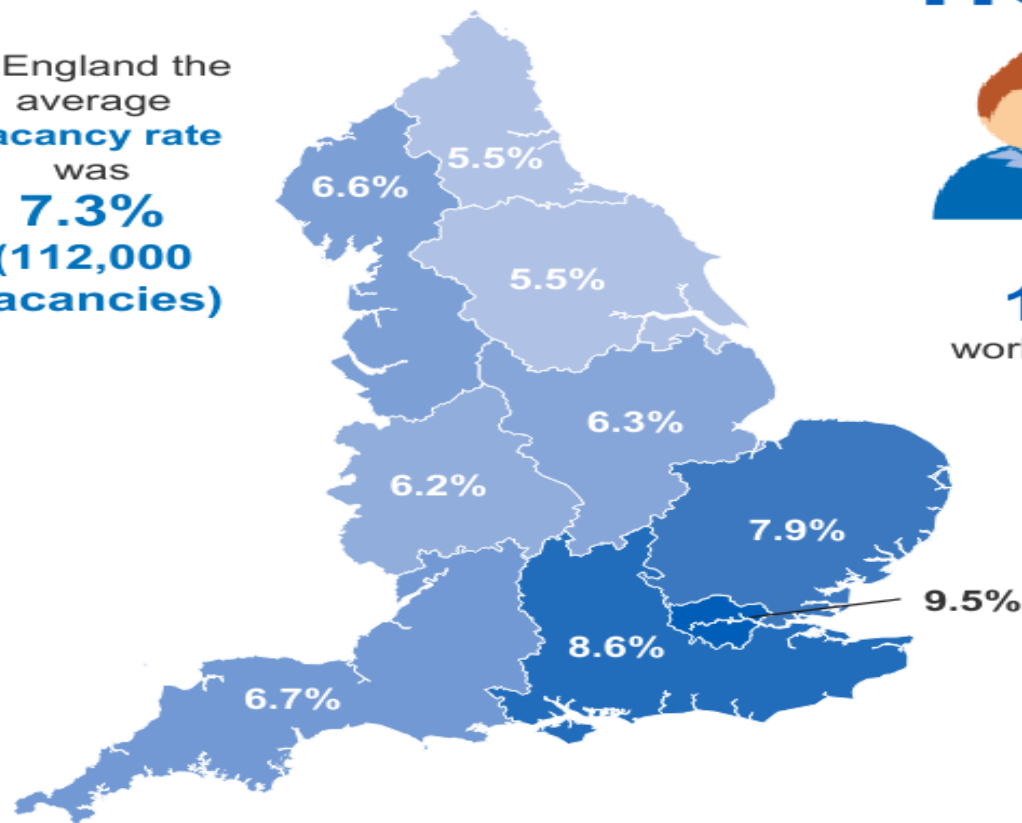
Source: Skills for Care workforce estimates, 2019/20

[Download PowerPoint](#)

[Press here to explore the data](#)

### Workforce vacancy rate

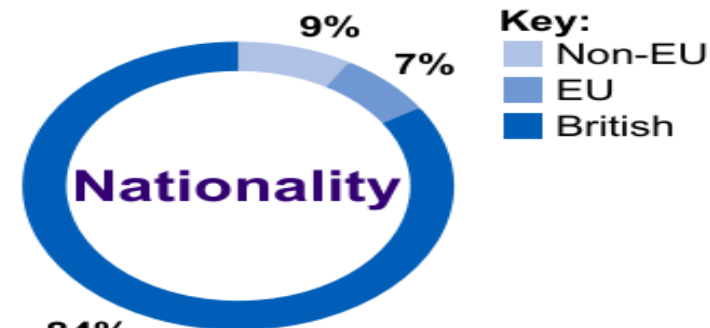
In England the average vacancy rate was **7.3%** (112,000 vacancies)



## 1.65m jobs

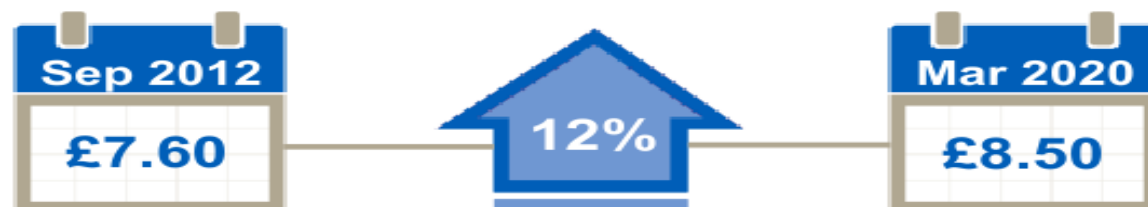


**1.52m people** working in adult social care in 2019/20



**7% (113,000)** of the workforce in England held an **EU nationality**

### Care worker real term median hourly pay



Please note this refers to care workers in the independent sector only



**24%** of jobs were on **zero-hours contracts**



**27%** were aged **55 and above**



**66%** of leavers **remained in adult social care** in 2019/20



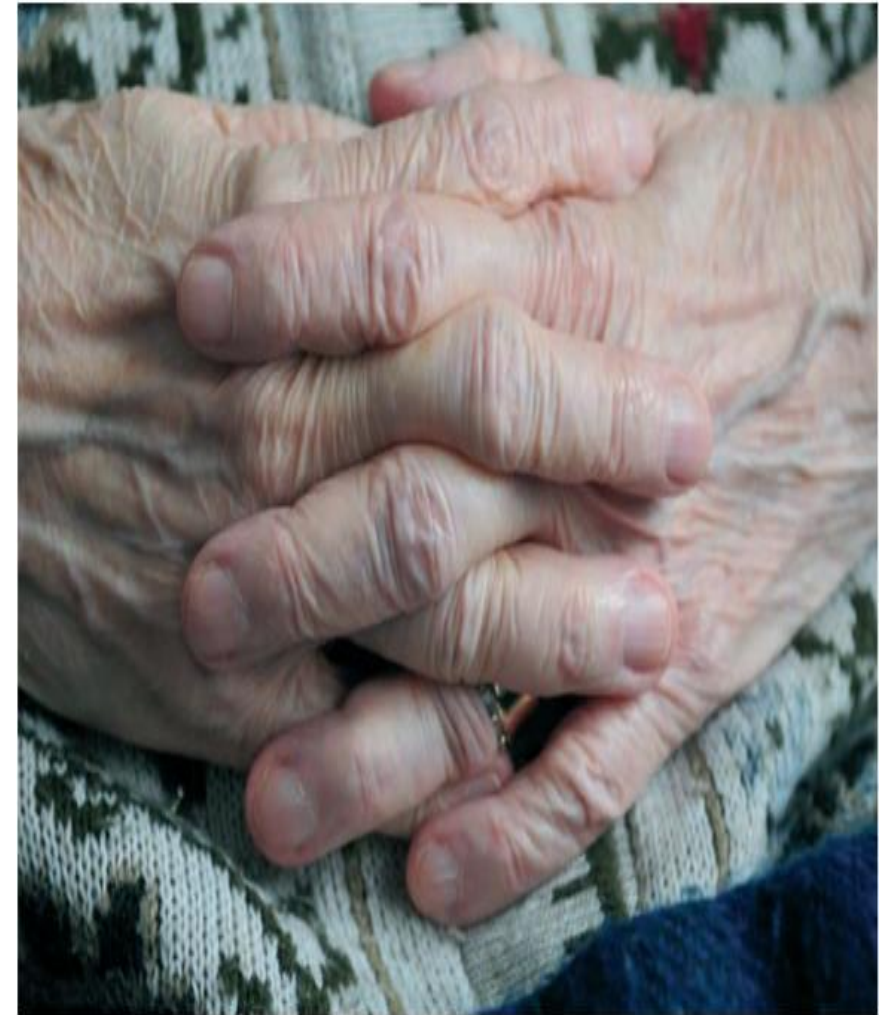
The average **turnover rate** was **30.4%** (430,000 leavers in last 12 months)

# CARE IN COVID

## Low exposure rates in homecare.

### Why?

1. Health and safety number 1 priority
2. Adherence to government and Public Health guidelines
3. Extra training
4. Turnover of staff decreased in this period
5. Tech supporting - smart scheduling around the safe movement of staff
6. Communication – calls, texts, webinars
7. Flexibility
8. Wellbeing and mental health
9. Support in accessing vaccine



# LONG TERM SOLUTIONS

- Better and smarter commissioning of work – tech supported
- Contract choices
- Legislation on sick pay and pension contributions
- Carer pathways – accessible and fit for purpose
- Salary grading and move away from hourly pay
- Tax incentives
- Child care support for healthcare workers (Care is needed outside of creche times)
- Managed care services keeping service user and employee safe
- Definition of homecare and better integration between communities and acute settings
- Culture in care must change



**Thank you**