

//////////////////// CASE STUDY //////////////////////

SHOW ME THE ROI

When Even the Most Seasoned Home Care Owner Switches to Viventium



OVERVIEW

SEASONED CORPORATE ENTREPRENEUR, TO HOME CARE FRANCHISE OWNER

Homewatch CareGivers was founded in Colorado in 1980, originally providing in-home senior care in just the Denver metro area. In 1996, Homewatch CareGivers opened its first franchise in Boulder, and in 2002, the company began expanding nationally. Today, Homewatch CareGivers has more than 100 franchises, employing over 4,500 caregivers and serving over 200 locations across 7 countries.

MEET LARRY ARONSON, OWNER OF HOMEWATCH CAREGIVERS OF SOUTH ORANGE

Larry is a senior executive turned entrepreneur with over 31 years of experience in corporate America. He has a unique resume that includes extensive CPG senior executive experience, public company board experience, and demonstrated success as a business owner. As his career evolved, he ventured away from corporate America, starting another successful business before ending up in the world of home care franchising. He is now the current owner of a Homewatch Caregivers office in South Orange, New Jersey, that has become a market leader in the very competitive in-home care for seniors field.

BRINGING EXPERIENCE FROM CORPORATE FOUNDER TO HOME CARE AGENCY OWNER

As we all know, home care and corporate America are worlds apart. Even with Larry having years of diverse experience, nothing compared to the likes of running his own agency. The inherent nuances and compliance requirements particular to home care as well as the high turnover rate among caregivers are just a few of the industry's characteristics he'd never previously encountered.

31+
YEARS IN
CORPORATE
AMERICA

11
YEARS
IN THE
HOME CARE
INDUSTRY

2000
CLIENTS
TODAY

THE PROBLEM

SEEING THROUGH THE NONSENSE – INEFFICIENCIES THAT STOLE TIME AND MONEY

Larry had experience with owning a business, being a leader, and looking at laws in the corporate world, but none of these compared to the complexities of home care payroll and compliance. Sure, starting a new business – especially in an unfamiliar industry – can be hard, but it was made much more difficult to navigate with their old payroll provider.

Silos – creating a world of inaccuracies. Payroll in home care can be daunting enough with its many intricacies – it's even harder to run a business if you're also constantly fixing errors. Before Viventium, Homewatch was using a general business payroll vendor that lacked communication and provided a PDF-based system. So rather than making things run smoothly and efficiently for them, their provider was creating costly mistakes instead. "To correct an error, [our former payroll vendor] sent me a bill for thousands of dollars," Larry recounted. "I had already not been happy with them because they run a silo business, and they never talk to each other."

Reports that stole time and money. Homewatch had tried to analyze their agency's performance and caregiver pay but was unable to pull any information from their old vendor. Instead, they had to be wizards with Microsoft Excel. This not only took too much time but was complicated and left Homewatch wanting for more.

Paystubs that created confusion. In home care, you have to make sure that you are retaining caregivers. Having confusing paystubs creates trouble that can easily add to the already high industry turnover rate. This was the case for Homewatch under their old provider – their paystubs were causing problems and even a number of disagreements, as opposed to restoring their caregivers' trust in their pay. "We got into major disputes with caregivers who just felt like they weren't being paid correctly, and some even left the company because of it" Larry recalled.

“There are not enough caregivers to meet the demand. And the sad part is that the demand is going to increase and increase and increase and the supply is not.”

ACTION

NO MORE SMOKE AND MIRRORS – IT'S TIME FOR NEW TOOLS

With many providers to choose from and a long list of requirements, Larry saw the multiple benefits that Viventium provided that could help increase his agency's ROI.

AFTER RIGOROUS EVALUATION, HOMEWATCH CAREGIVERS OF SOUTH ORANGE CHOSE VIVENTIUM – HERE'S WHY:

Payroll that saves time and money. Now with Viventium, no longer does Homewatch's payroll administrator have to deal with numerous inaccuracies and subpar service; payroll can be done efficiently and without errors. Larry admitted, "The payroll experience for us, in terms of executing a payroll, was such a drastic shift in accuracy and in effectiveness after having made the switch to Viventium that the person who is our payroll administrator – her life got dramatically better."

Reporting that matters. Viventium enables Larry to create multiple reports that can help him make decisions to better run his agency and acquire caregivers. For example, with Viventium's Business Intelligence tool, Larry can create a report showing all overtime hours worked; this can help him with scheduling and approving overtime and also allows him to inform prospective caregivers how much they could expect to make at his agency with overtime – an attractive option for gaining and keeping the best talent. "We had no analysis tools other than a manual analysis that we could do, so Viventium's ease of use and Viventium's report builder gave us answers."

Tools to increase transparency. Not only was their old payroll provider causing errors but it also wasn't providing tools for the industry-specific support or attention that Homewatch needed. With over 30 years serving the health care industry, Viventium understands their clients' needs and is there to make sure that essential tools, such as detailed paystubs, report builders, PTO compliance, and employee self-service, are provided so business can run smoothly. "Your tool has a specific area around PTO so that a caregiver who goes in through ESS and opens up their paystub has full visibility to take time off," Larry explained. "This not only allows regulatory compliance but also an improved communication with caregivers."

"There were a number of different things that were not little changes – they were dramatic changes that made our ability to execute the job better, made our ability to evaluate our payroll better, and allowed, from an administrative standpoint, a much more efficient and I'm sure much more accurate execution."

IMPACT

FINALLY THE REAL DEAL

With Viventium as their HCM provider, Homewatch now receives high-quality service as well as thought leadership and expert guidance. Larry can finally focus on what matters most: helping his clients and running his business.

SEEING THE ROI – WHAT HOMEWATCH OF SOUTH ORANGE LOOKS LIKE TODAY

Speaking each other's language. Larry trusts Viventium as his HCM provider not only because of the quality of service and tools but also because he feels that he is able to openly communicate and provide honest feedback – a great change and something he couldn't do with his old provider. When any questions or issues arise, all it takes is a call or email to be connected to a knowledgeable rep from their Dedicated Client Service Team.

Always Informed. Larry is also thankful for the thought leadership Viventium provides as it's helped keep his agency informed with the latest news and developments, especially during the rapidly evolving COVID-19 pandemic. "The biggest one was PPP thought leadership," he pointed out. "I mean, you guys did a very nice job on the program and report design, as well as with webinars to help people understand."

A true partner in compliance. One of the biggest shocks of going into home care for Larry was dealing with hiring compliance. Unfortunately, their old provider didn't provide much support and made things more difficult. Now, Larry feels like he can count on Viventium not only for payroll, HR, and other tools but also to maintain compliance. Larry explained, "This whole area of hiring compliance really is something that, systemically, you'd really like your provider to guide you through to ensure that you're being compliant, and Viventium does all that."

"We are now able to do any kind of analysis...we had none before, other than a manual analysis, Viventium's report builder and reporting capability give us answers to better run our business."

**Are you struggling with payroll at your home care agency?
Perhaps you're wondering if you, too, could benefit
from a payroll provider that truly understands your industry
and your business? Let's talk.**

Viventium is here to help you with your greatest payroll and HR software challenges. Our intuitive software is built with you and for you, so your agency can streamline and optimize its HR processes to drive maximum caregiver retention. We are in it with you to make the hard stuff easy, from managing all of your payroll needs to compliance and onboarding with one user-friendly, all-in-one platform. Learn how we'll support your agency for everything HR at viventium.com/homecare.



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