

CASE STUDY

HOME
CARE
ROCK
STAR

HOW ONE HOME CARE AGENCY BECAME
AN OVERNIGHT SENSATION

MEET HEATHER DERINGER

Heather Deringer is a woman of many talents. With a background in marketing communications, professional and technical writing, and the construction industry and time as a stay-at-home mom, it wouldn't be a stretch to say that Heather has worked with many different types of people. However, one of the most impactful roles she's filled has been as the primary caregiver for her mother-in-law.

Wanting to make a positive impact on her community, paired with her experience caregiving for her mother-in-law, Heather decided to expand her responsibilities to the agency-owner level and open a Home Helpers Home Care franchise.

**FRANCHISE OWNER
OF HOME HELPERS
HOME CARE**

**CENTRAL CLARK
COUNTY, WA**

**25+
CAREGIVERS**

OPENING A NEW DOOR

In March 2022, Heather's Home Helpers franchise officially opened its doors. While she had experience on the front lines of home care, running a home care agency was a new experience for her. To best set herself up for success, she decided to take the approach of slowing down to speed up. For the first month of operations, rather than immediately jumping into servicing clients, she developed the foundation of her new agency.

She carefully crafted processes that could be fine-tuned down the line as her and her agency grew more experienced but were scalable to the point that she wouldn't have to reinvent them each and every year. For Heather, sustainable processes that save her time and allow her to grow her business were critical, so finding the right solutions that enabled her to do this was one of her top priorities.

GROWING FAST

Having only recently started her agency, growth is the driving force behind many of the operational decisions of her franchise. For Heather, this translates into recruiting new caregivers being a large focus of hers. After all, without caregivers, she is unable to support more clients.

“We recruit 24/7, 365. We are never not recruiting for caregivers. It is the biggest limiting factor for growth.”

Her focus on recruitment allowed her agency to grow from 2 employees to 25+ over the first year of its life. However, this doesn't just mean anyone and everyone can come be a part of her fast-growing operation. Quality, reliable caregivers with a natural desire to care for others is critical for not only growing quickly but also elevating her agency's brand and reputation within her community. However, this is easier said than done. Due to the nationwide caregiver shortage, competition for the top-performing caregivers is fierce. Heather responds by being faster than her competition.

“We are texting within 2 hours of the application, scheduling a phone interview within 48 hours, and having an in-person interview as soon as possible after that.”

For Heather and her team, the ability to reach out to caregiving applicants so quickly is only possible via Viventium. With Viventium’s single-pane-of-glass recruitment dashboard, all applications get funneled into the centralized system, allowing admins to easily view applications as they come in. Admins are then able to effortlessly follow up by reaching out to applicants with the texting feature, which is both convenient for candidates and doesn’t require the use of an admin’s personal number or separate software. In addition, admins are able to see all of the interactions that anyone on their team has had with applicants, making it easy to keep track of progress and for someone else to take over right where another admin left off.

ONBOARDING FOR SUCCESS

Once Heather decides to hire an applicant, she continues to emphasize speed in getting new hires through the onboarding process. This minimizes the chance of them leaving or taking offers from competitors during the time between accepting the offer and their first day. According to Heather, in perfect situations and by using Viventium, they've been able to get new caregivers fully onboarded and working as early as 2 days after they first submitted their application.

“Viventium has been a total game changer for us because it all happens online. I don't have giant, locked filing cabinets full of everybody's personal information. It has made it so simple.”

This efficiency is only possible due to Viventium's synergy between its Recruiting, Onboarding, and Payroll modules. All her admins have to do to begin the onboarding process is hire the applicant in Viventium, and the software automatically begins the customized onboarding process that Heather and her team have created. To set this up, Heather simply creates an onboarding process in Viventium with all the forms and employee information that she previously had to manually collect.

“I don’t want somebody else’s onboarding process. I need my onboarding process – stuff that is specific to my company.”

And while efficiency, speed, and convenience are great, taking their onboarding process online via Viventium and automating everything had an additional benefit for Heather and her team. By no longer having to read the handwriting of new hires and input information (think Social Security number, address, etc.) into their payroll software, the amount of human error in the onboarding process has decreased. This ended up saving them the time and headaches that usually accompanied having to go back and correct mistakes that would pop up during the data entry part of onboarding.

As someone so focused on building exceptional processes that enable her agency to grow, Viventium was a perfect fit for Heather. The ability to customize Viventium into exactly what she was looking for meant that she didn’t have to sacrifice her vision to accommodate the restrictions of her chosen software. This lets her hit fast and hard when it comes to recruiting talent, pressing her competitive advantage over others in her local talent market.

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WHY CHOOSE VIVENTIUM?

With our expertise in health services, 30+ years of payroll experience, and 93% client retention rate, we're setting the path for home-care-specific payroll and HR software. Explore more on why you should journey with us.

For more information on Viventium, please visit us!

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