

Indiana Direct Care Workforce Toolkit



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MissionCare
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The Hoosier State

LATITUDE: 37°46' N TO 41°46' N
LONGITUDE: 84°47' W TO 88°6' W

Agenda

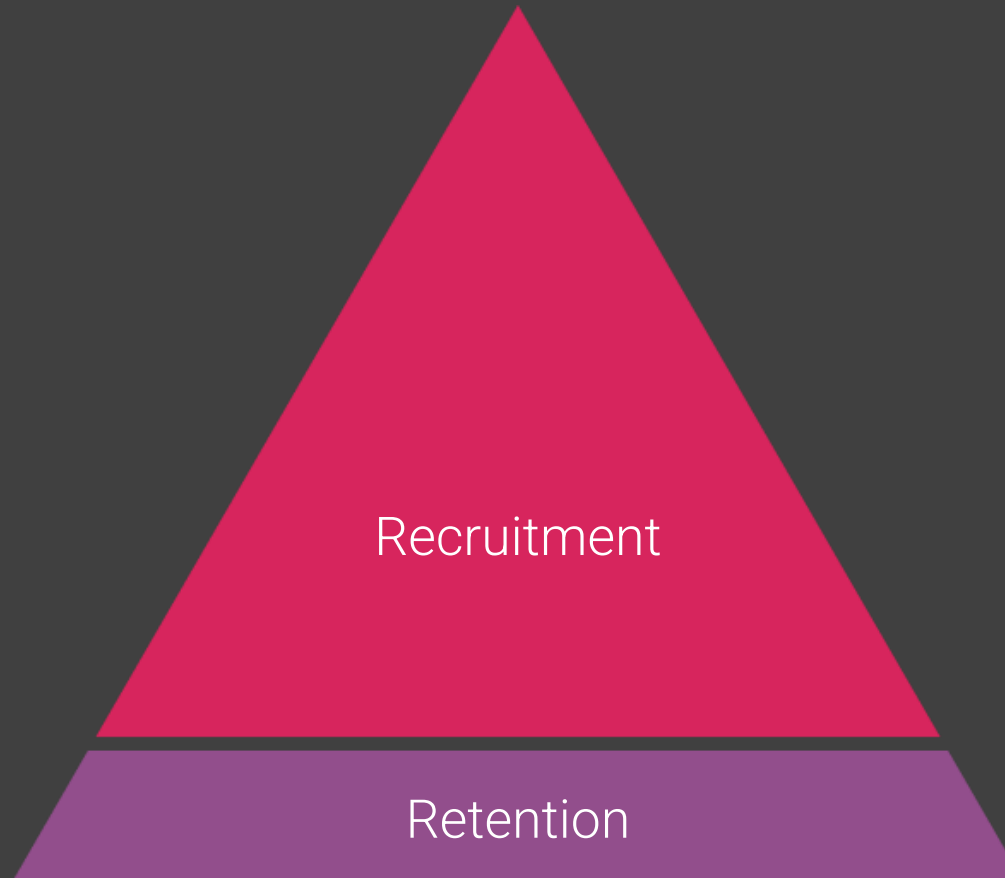
- Workforce Insights
- The MCE Workforce Toolkit - Free Resources for Providers
 - What it is
 - What the results have been
 - How to get access
- Open Forum
 - Questions
 - Expanding workforce support in 2026



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Common Workforce Strategy



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High Turnover – Major Problem

THE WALL STREET JOURNAL.



Caregiver Turnover Strains Households

The supply of home health aides isn't meeting growing demand as America ages and many people prefer to stay out of facilities

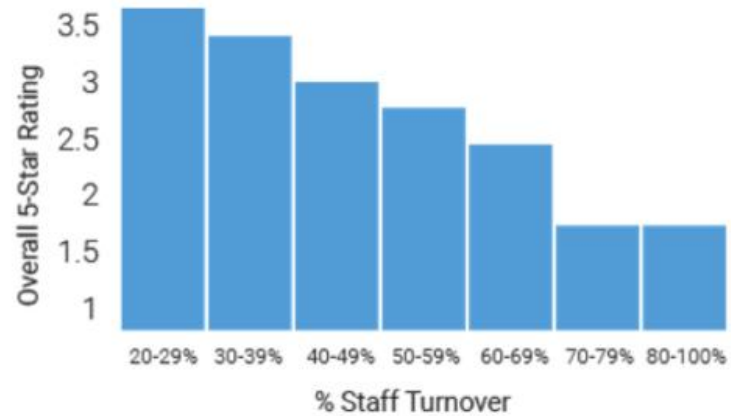
[Caregiver Turnover Strains Households | bioethics.com](https://www.bioethics.com)



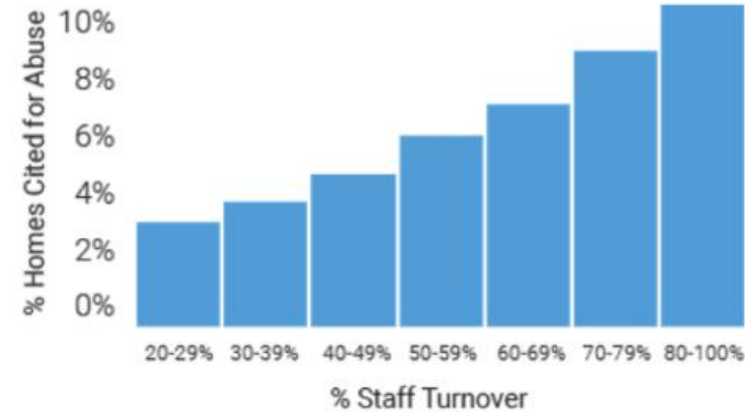
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Retention is Tied to Quality

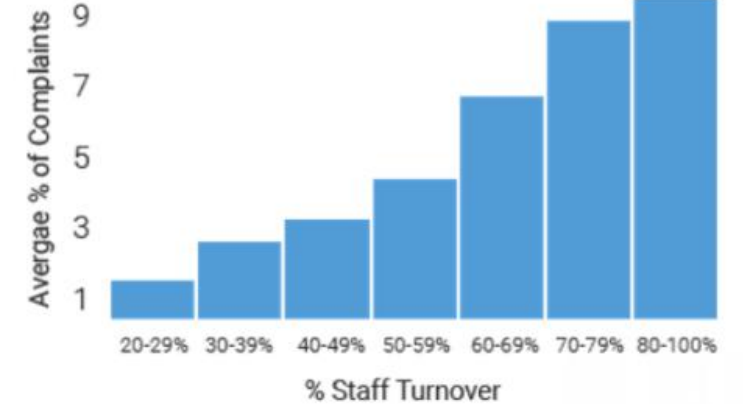
As Retention Increases, Star Ratings Increase



As Retention Increases, Abuse Rates Decline



As Retention Increases, Complaints Decrease



Source: [High Staff Turnover-A Job Quality Crisis in Nursing Homes.pdf](#)



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Who owns recruitment?

“Talk to Mary!”



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Who owns retention or workforce management?

"We have an app for that"

"We all do"

"Our recruiter"



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Their Why

- A Calling
- To Serve
- For Connection

A Transactional Relationship



Recruiter?
Scheduler?



Indiana Direct Care Workforce by the Numbers

- **68,000** direct care workers
- **5,532** current unfilled direct care “jobs”
- **14,000** projected unfilled jobs between now and 2030
- **69%** of Indiana’s home health users have 5+ chronic conditions; need for specialized training

[Indiana Direct Service Workforce Report](#)



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The State of the Direct Care Workforce

Challenges



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Physical Health

150%

more likely to have
issues with obesity

200%

more likely to have
cardiovascular disease

180%

more likely to have
high blood pressure

350%

more likely to suffer from
musculoskeletal disorders

Mental Health

3X

more likely to
struggle with anxiety
and depression

Financial Health

53%

of DCWs are on
some form of public
assistance

A Toolkit Designed to Address Indiana's DCW Challenges

- Comprehensive suite of resources, programs, and supports designed to help providers **strengthen workforce**, **empower teams**, and **expand care capacity**
- Focused on improving member outcomes
- Free of charge
- Funded through a partnership with Humana, Anthem, & UnitedHealthcare



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Actionable Solutions



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TOOL 1

Training

Free Training & Private Consultation Access.

TOOL 2

Direct Service Worker (DSW) Support

Free Support Coaches to Connect DSWs to Resources.

TOOL 3

Recruitment & Retention

Free Recruitment & Retention Program

TOOL 4

Provider Connection

Free Educational Webinars.

TOOL 5

Hiring Events

Free Regional Job Fairs.

TOOL 1



Training

Free Training & Private
Consultation Access



Training & Consulting Resources

- Elsevier Performance Manager
- IntellectAbility
 - Person Centered Thinking Training
 - Direct Support Professional Training
 - Credit toward National Alliance for Direct Support Professionals (NADSP) eBadge Academy
- Monthly Workforce Office Hours
- Personalized Consulting



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TOOL 2



Employee Supports

Free Support Coaches to
Connect DCWs to Resources



Personal Support Resources

- Care Consultants work one-on-one with your employees who have life needs
- Care Consultants find and connect staff to accessing needed supports and services
- Discounted childcare from a nationwide childcare provider
- Discounts with local businesses for services



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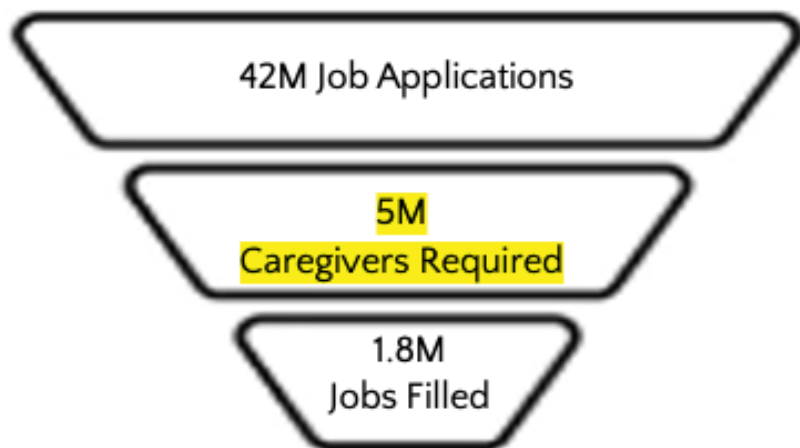
TOOL 3



There Are Only 5 million Caregivers in the Workforce—What's Needed to Fill 4.6 million Unfilled Care Jobs by 2032? Tool #3 helps organizations access free job applications alongside reducing the number of employees that are needed to deliver quality care.

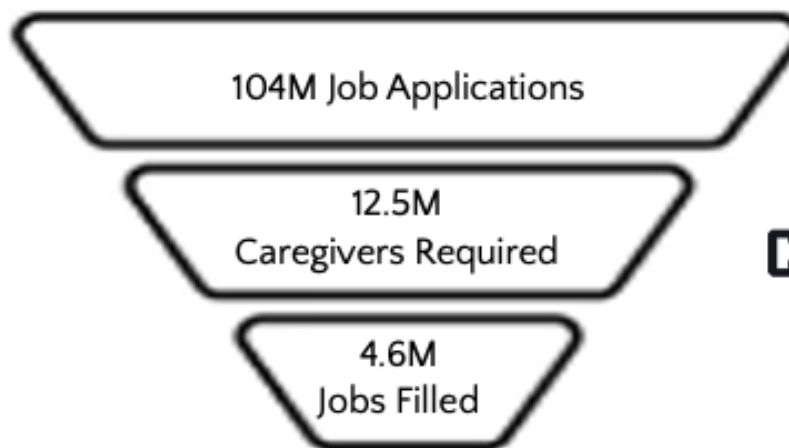
THE INDUSTRY REALITY

- 12% Applicant-to-Hire Rate
- 79% Turnover first 90-days



TOOL #3: HOW THE TOOLKIT IS ADDRESSING IT

- 12% Applicant-to-Hire Rate
- 67% Turnover first 90-days (15% CoachUp Care Increase)



- Free access to applications: Caregivers, HHA, CNA

COACHUP  **CARE**

- Increase 90-day retention; get ahead of flight risk
- Identify unknown capacity
- Create an employee referral recruitment engine



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SOURCES

https://harvardpublichealth.org/policy-practice/us-direct-care-worker-demand-outstrips-supply-can-co-ops-help/?utm_source=chatgpt.com
<https://activatedinsights.com/articles/6-key-findings-from-the-activated-insights-2024-benchmarking-report-to-grow-your-home-based-care-business/>

Recruit front-line employees more likely to be retained



myCNAjobs

is the “LinkedIn for caregivers”

70K

Reach within the State of Indiana

Caregivers

Nurse Aides

Home Health Aide

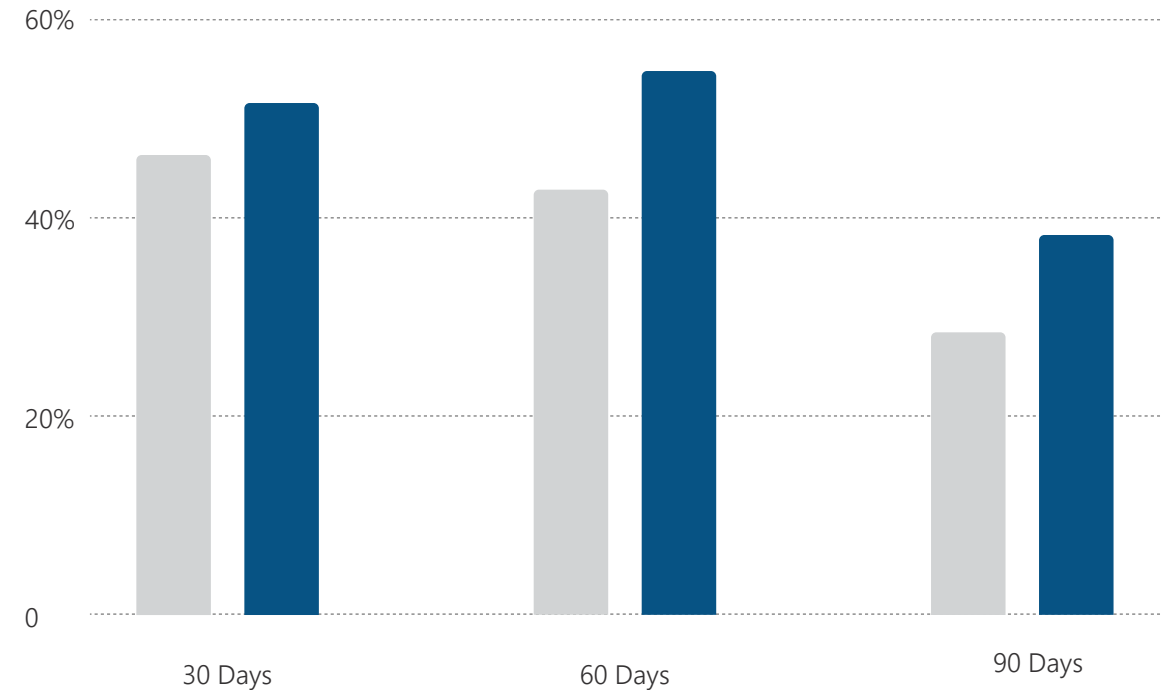


myCNAjobs

Program Includes 1 Free Job Post/Month

Hires from [myCNAjobs](#) are **20%** more likely to be retained after 60 days and **24%** after 90 days vs Indeed.

Key: ● All Channels ● myCNAjobs



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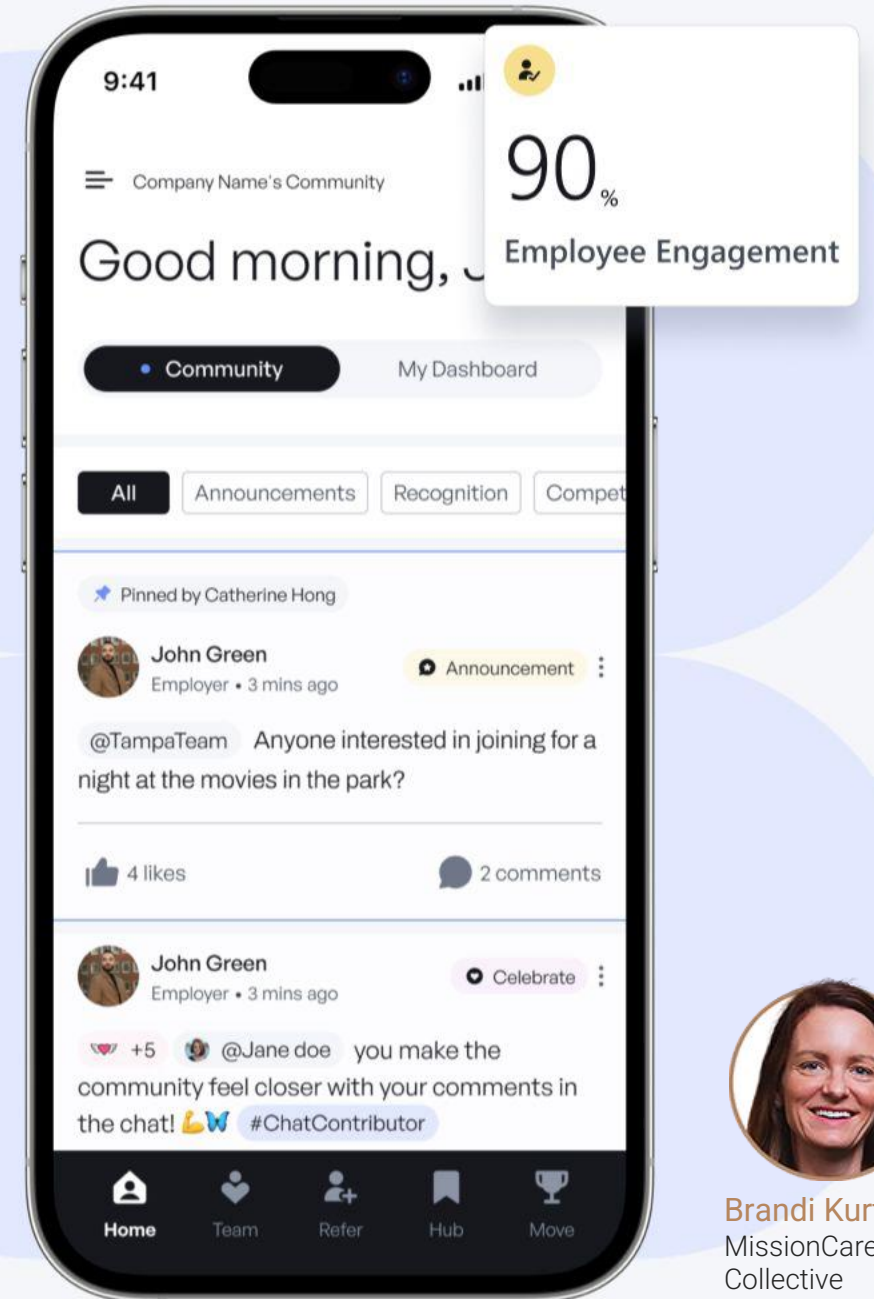
TOOL 3 CoachUp Care Platform

Free Access 18 Months

For employees, CoachUp Care becomes your team water cooler. **For providers,** it's a one-stop engagement and recruitment platform, unlocking insights to find opportunities and risk in your workforce..

- Virtual Community
- Uber Vouchers
- Celebrations
- Pulse Surveys
- Milestones & Reviews
- Rewards & Recognition
- Employee Referrals
- Training Portal
- Workforce Analytics
- Movement Challenges

COACHUP  **CARE**



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Net Workforce Growth

Employees Last 30 Days

-14

[9 New Hires](#)
[23 Terminated](#)

Employees Last 90 Days

+57

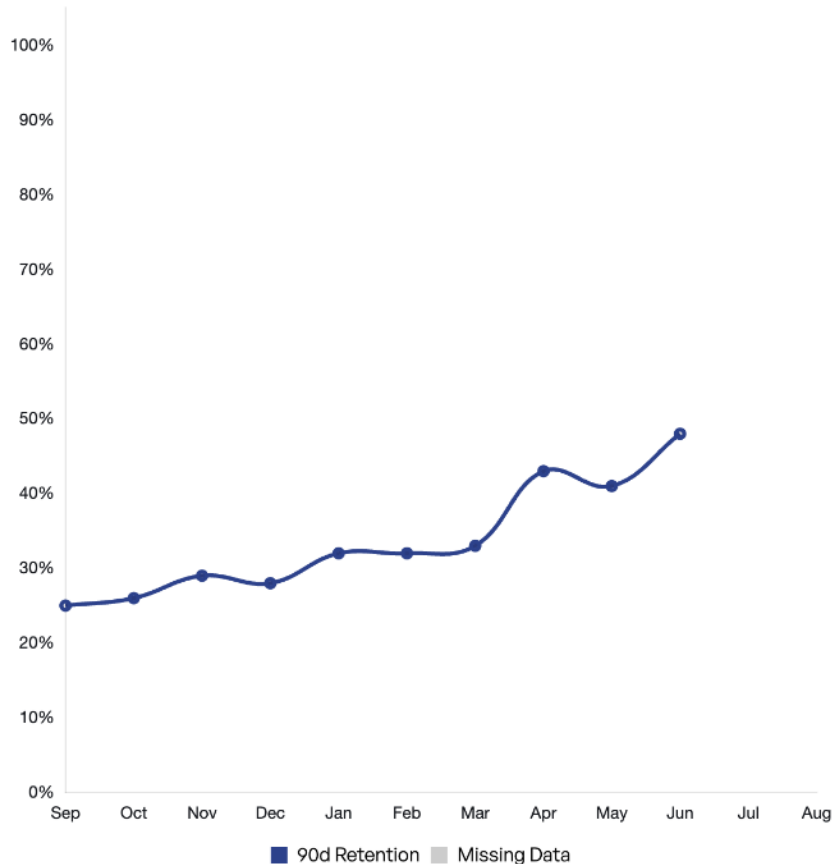
[80 New Hires](#)
[23 Terminated](#)

Employees Last 365 Days

+96

[119 New Hires](#)
[23 Terminated](#)

90 - Day Retention



[How it's calculated](#)

90d retention increased **15%** over the past **3** months

Recruitment

Referral Hires

12

\$48,000 Estimated Savings

[How it's calculated](#)

Capacity

6%

Employees Want More Hours

[View ROI Potential](#)

TOOL 3

Workforce Results

Flight Risk

38

[View employees](#)



33%

At risk

Engage, Celebrate, & Build Community with Custom Groups

- Locations
- Roles
- New hires no shifts
- All employees no shifts
- Working certain hours
- Not engaged
- Flight risk
- Champions



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Impact To Date

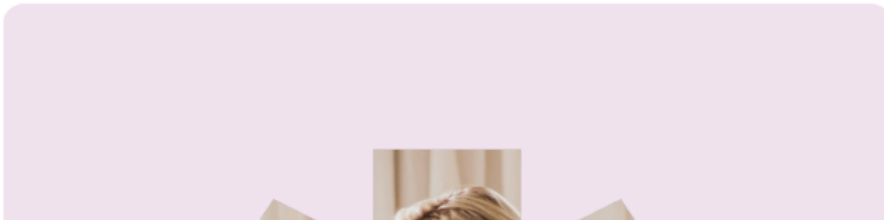
TOOL 3

- 75+ Participating Providers
- Avg: 88% Employee Engagement
- 90%+ leveraged the program for 6m+ have better than average industry turnover and/or improved it
- 61% grew their net workforce
- Seats remaining to enroll through year-end. Stop by Humana booth to enroll (or scan QR code at end)

Case Study



How 10+ Easterseals Providers
Boosted 90-Day Retention by 33%



Improved Retention



33%+

90-Day Retention
Increase

Increased Capacity



20%+

Employees More
hours

Improved Recruitment



16%+

Referrals Hired

Happier Employees



1.5_{+pt}

Employee Net Promoter
Score Increase



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TOOL 4



Provider Connection

Free Educational Webinars.



Ongoing Webinars

- Educational Series
- Launched in January 2025
- **Next Session:**
Provider-led Workforce Panel
11/13/2025 @ 12:00 EST

Scan QR code at the end of the session for invitation

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TOOL 5



Free Regional Job Fairs

Recruitment Events

- Regional job fairs to be held statewide to help recruit direct support professionals
- Specialized job fairs with targeted pools of potential job candidates
- Opportunities for agencies of any size to participate in recruitment events
- Individual agency recruitment consultations

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Scan the QR Code



Humana[®]

Q&A

Stop by the Humana booth
or scan the QR code to
request more information on
any of the five tools



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Please take a few minutes to complete the event and session evaluations!



Humana
Healthy Horizons.



TQRCG