The Best Practices in Workplace Eldercare Study

Gail Hunt
President and CEO
National Alliance for Caregiving

HCBS Conference
September 12, 2012
National Alliance for Caregiving

Nonprofit coalition of 40+ national organizations focused on family caregiving issues

Established in 1996 to support family caregivers and the professionals who work with them

NAC Activities:
- Conduct research and policy analysis;
- Develop national programs;
- Strengthen state and local coalitions;
- Increase public awareness;
- Work internationally
Objectives

• Learn more about what employers are doing today for their employees with eldercare responsibilities

• Examine innovations and identify best practices in workplace eldercare programs
Methodology

• ReACT members were invited to participate and then recommend other employers

• Heads of HR at employers (members and non-members) were interviewed by phone about their eldercare programs

• The study interview explored:
  ▪ The history of the program
  ▪ Program components
  ▪ Marketing
  ▪ Utilization rates
  ▪ Evaluation methods
  ▪ Benefits to the company
Eighteen leading employers participated, including:

- UnitedHealthcare
- Johnson & Johnson
- Fannie Mae
- Aetna
- American Psychological Association
- Suncoast Hospice
- Gundersen Lutheran
- Emory University
- CBS
- Intel
- Pfizer
- Caring.com
- EmblemHealth
- Johns Hopkins University
- MWV
- Duke University
- Kimberly-Clark
What is a Best Practice?

- In this study, “best practice” models were identified using criteria developed based upon research findings about employed caregivers and models of workplace eldercare.

- A “best practice” approach is one that is equitable for employees, accessible to all employees, respects the privacy of employees, is mission-driven for the employer and, in the case of specific intervention programs, is provided by competent, qualified and trained professionals.
What is a Best Practice?

- Equitable
- Accessible
- Provided by Professionals
- Mission Driven
- Confidential
Trends in Workplace Eldercare

• Reliance on technology – intranet and web-based programs
• A shift from single-vendor integrated programming to an array of vendors integrated with internal staff and EAP
• Innovative approaches to paid time-off
• Subsidized back-up home care
• Geriatric care management services are expanding to more employers
• Assistance with insurance paperwork and information about Medicare/Medicaid and related programs
• Utilization rates continue to be low with the exception of specific programs like paid emergency leave
Perceived Employer Benefits

- Reduced absenteeism
- Improved productivity
- Better retention rates
- Improved recruitment
- Reduced stress in the workplace
- Enhanced employee loyalty
Best Practice Models

Paid Time Off and Flexibility in Scheduling

- Elder Emergency Time Off (EETO) and a family and medical leave policy
- Up to five days of paid time off each year in addition to vacation and designated paid holidays

Geriatric Care Manager Service and Consultations

- Subsidized in-home care for older adults; each employee is eligible for up to 20 days of subsidized care
Best Practice Models

Planning for the Workplace Program

- Planning included: dependent care surveys, work-life audits of policies and programs, and a comprehensive needs assessment in their planning
- A work-life task force reviewed the study findings; made recommendations about the program and policies

Offering Employees Benefits Based Upon Core Business Elements

- Information and referral services
- Stress-reduction
- Blood pressure management program
- Evidence-based program for those who are caring for someone with Alzheimer’s disease
Best Practice Models

Caregiver Intervention Program
- Partnered with the NYU Caregiver Intervention Program to assist employees who are providing care to someone with dementia
- Program has been shown to delay nursing home placement by up to 18 months

Volunteer Programs
- Volunteer Family Caregiver Network formed to support the informational needs of family caregivers and help increase awareness on the part of managers
- The network offers quarterly events and shares information about community resources and programs on a monthly basis

Corporate Culture
- Pfizer launched ReACT (Respect A Caregiver's Time) to help other companies develop corporate eldercare programs to support working caregivers
- Many other organizations have now joined the coalition as it continues to grow
Recommendations for Employers

• Understand the needs of your workforce – survey on an ongoing basis
• Recognize that the needs of caregivers are different from those of working parents
• Identify specific corporate goals of the program
• Train line supervisors and managers
• Ensure that corporate culture is consistent with your approach
• Monitor employee satisfaction
• Design and conduct evaluations of program to determine goodness-of-fit with goals
Policy Changes That Would Better Support Employers and Employees

• Federal incentives for employers of all sizes to offer paid time off to family caregivers
• Increased funding of the National Family Caregiver Support Program to provide strengthened partnerships at the local level between aging network professionals and employers
• Increased funding for home health services to better support the community-based home health care system needed by older adults and their family caregivers
• Funding for professional geriatric care managers in each area agency on aging whose position is exclusively designed to serve the needs of employed caregivers in their service area
All NAC Studies are Available for Download at caregiving.org
For More Information:

Gail Gibson Hunt
President & CEO
National Alliance for Caregiving
301-718-8444
gailhunt@caregiving.org

National data on family caregiving:
www.caregiving.org