





# **Why do Caregivers Choose You?**

*... And Why They Don't*



**WE SOLVED THE  
#\$&!%+@ LABOR CRISIS!**

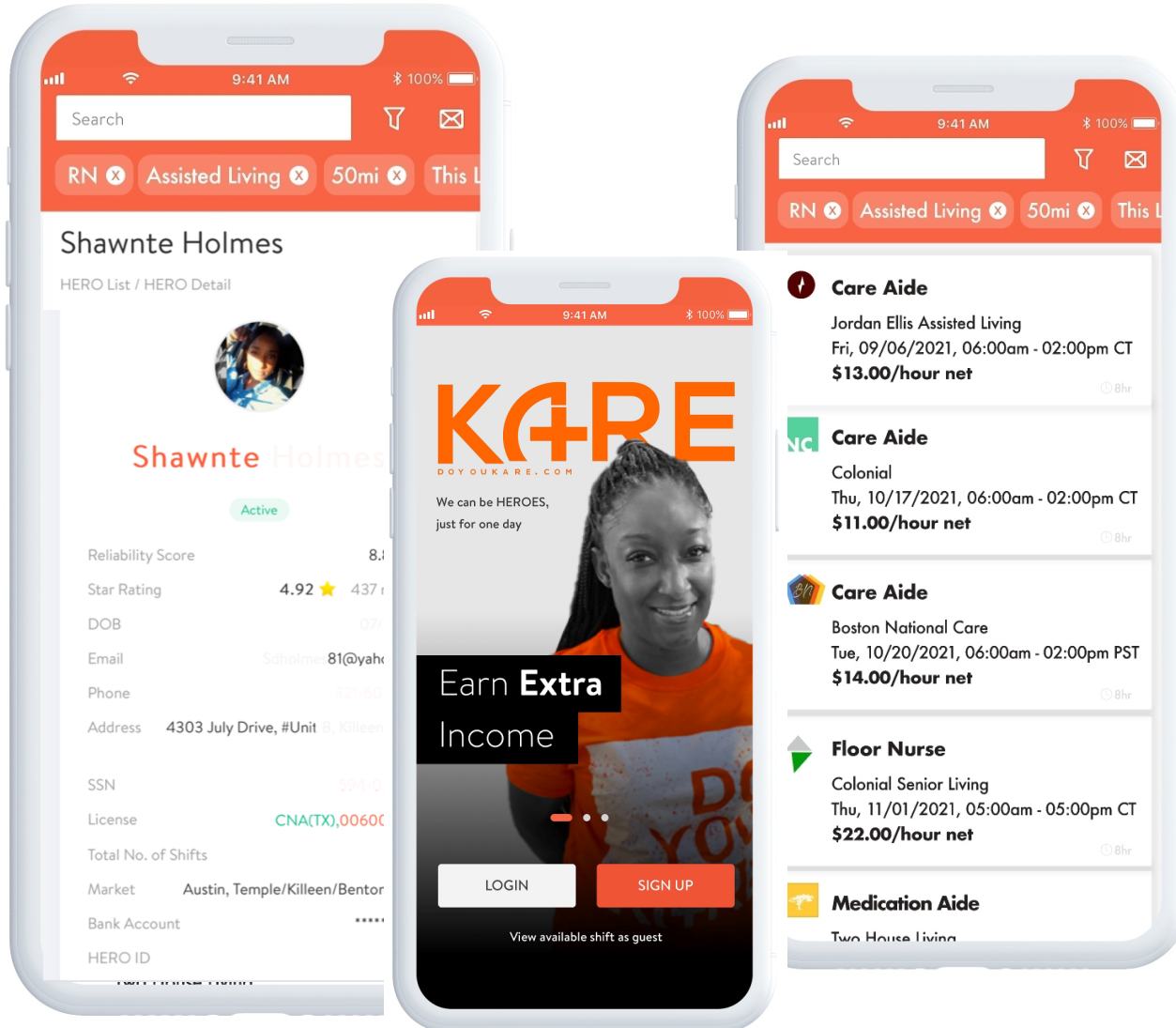


**Normalize saying  
staffing agencies  
SUCK**

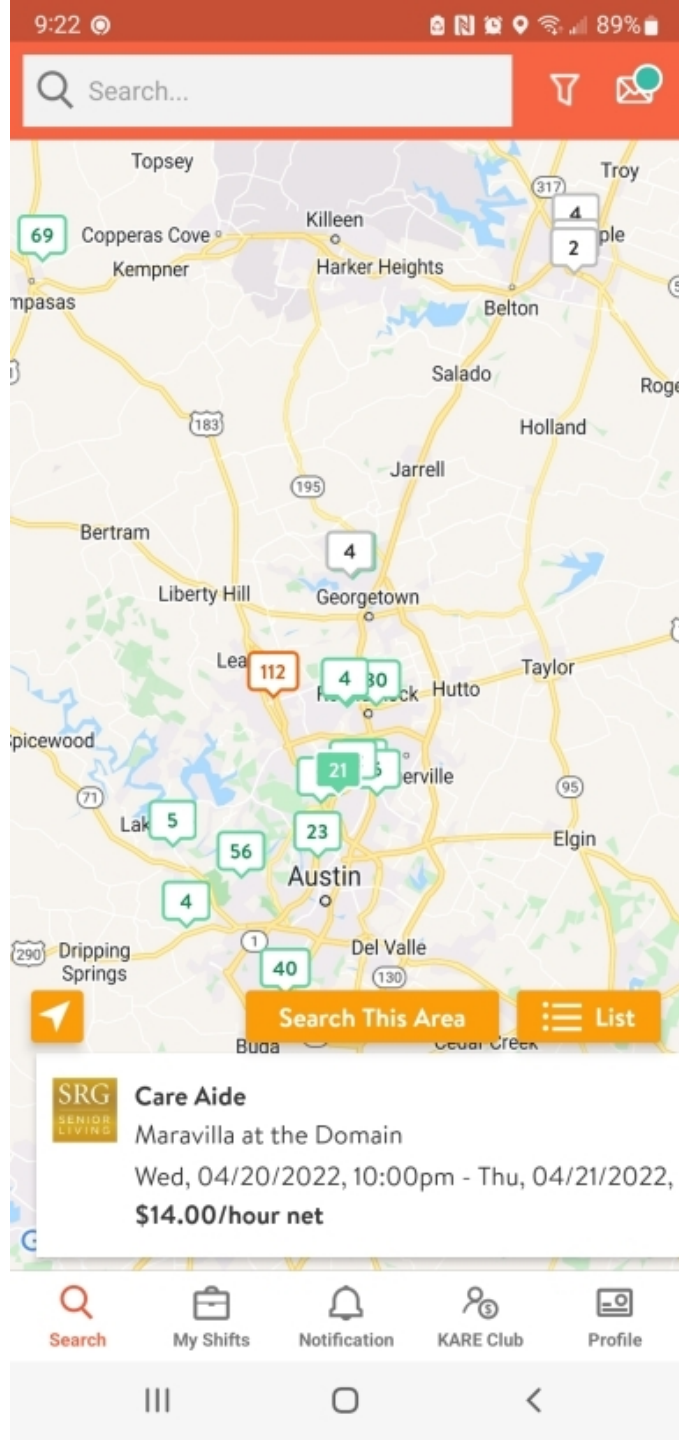


# DO YOU KARE?

- Digital Labor Marketplace
- BY the industry, FOR the industry
- Access to 1000s of HEROES
- ~300 Companies, 1000s of communities and 30+ states have already joined the KARE Revolution







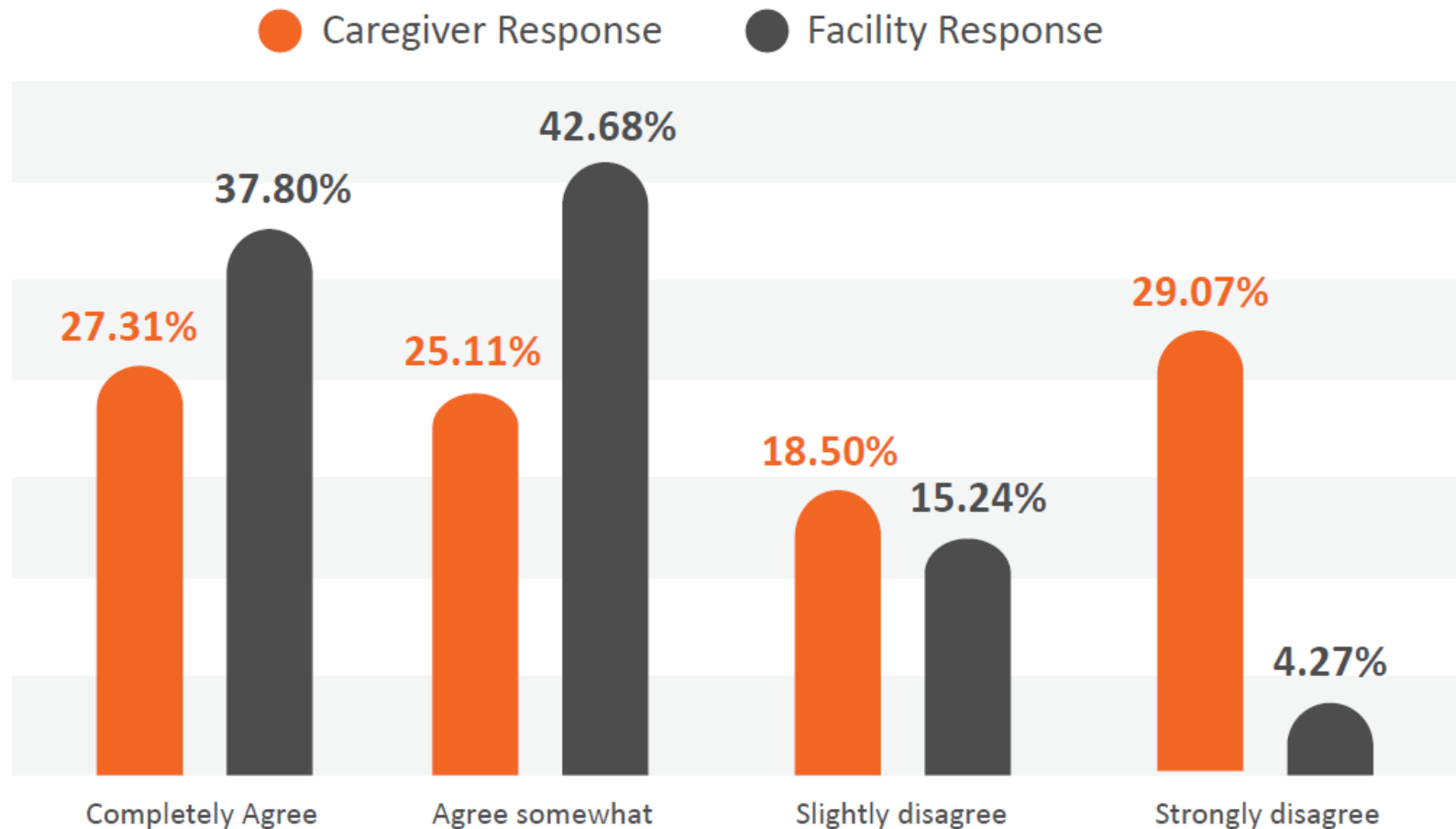
# WHY YOU SHOULD KARE

- You set the pay rates
- You decide who comes to your community
- Hire our HEROES full time . . . **FOR FREE**
- No contract, subscription fee. Takes 15 minutes to get started

**What our HEROES have taught us**

# Our Workers Are Leaving the Industry . .Right?

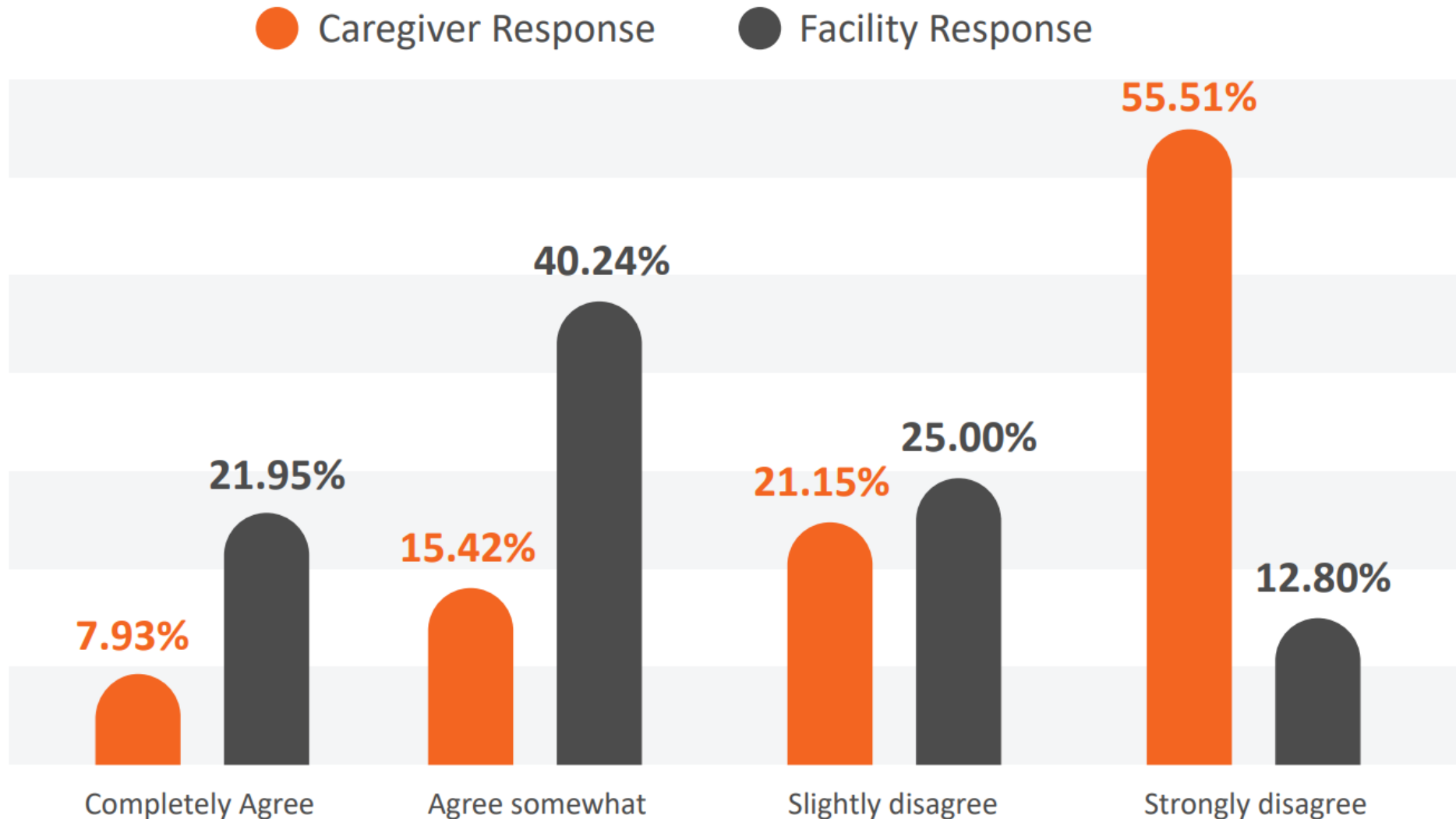
Agree or Disagree: "If a company NOT IN SENIOR CARE/HEATHCARE (maybe like a Walmart, Amazon, Restaurant, typical office job) wanted to pay me (or your employees) 20% more than I (they) make now, I (they) would not be working in senior care:





# But COVID Has Made it Worse . . . ?

COVID has made caregivers consider leaving senior care forever:



I believe caregivers and nurses are leaving the industry due to vaccine mandates.

ANSWER CHOICES ▼	RESPONSES
▼ Strongly agree	33.33%
▼ Somewhat agree	45.83%
▼ Somewhat disagree	16.67%
▼ Strongly disagree	4.17%

80%

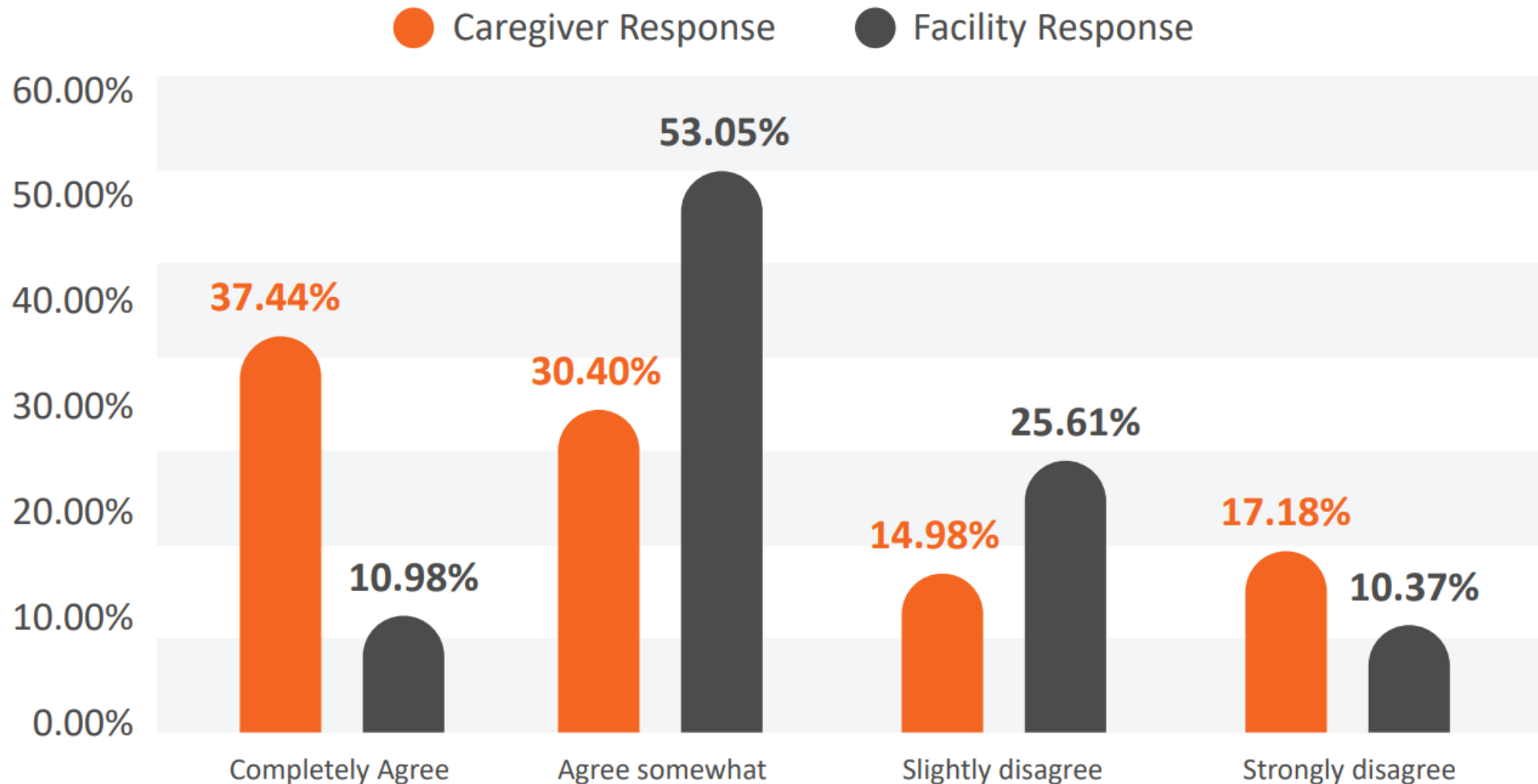
Vaccine mandates have made me consider leaving senior care forever.

ANSWER CHOICES ▼	RESPONSES
▼ Strongly agree	11.72%
▼ Somewhat agree	12.43%
▼ Somewhat disagree	13.14%
▼ Strongly disagree	62.71%

Almost **80%** Disagree

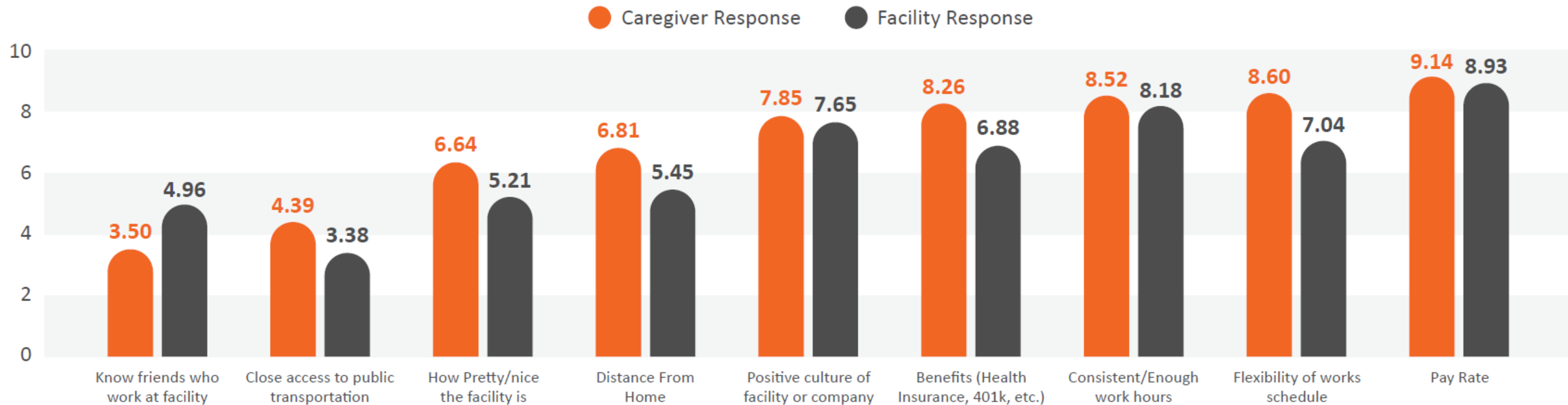
# What Does The Future Hold?

Agree or Disagree: “Five years from now, I (or most of your front line staff) will still be working in senior care:”



# Why Do Caregivers Come . . .

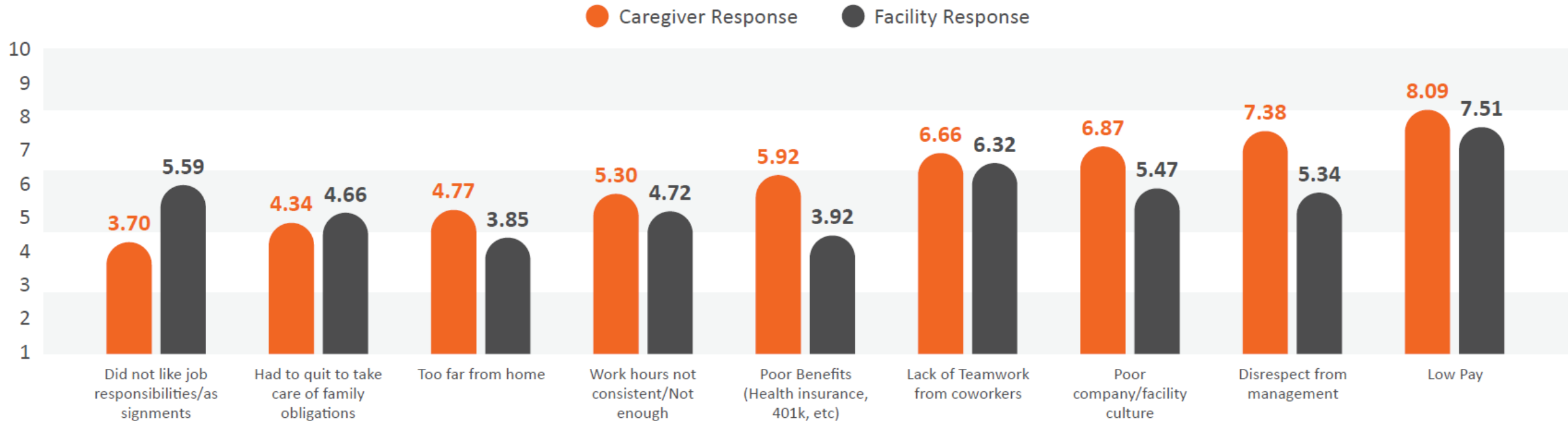
On a scale of 1-10 please rank the factors that would make you (or an employee) want to work PERMANENTLY at a facility: [1 - not a factor, 10 - Significant factor]

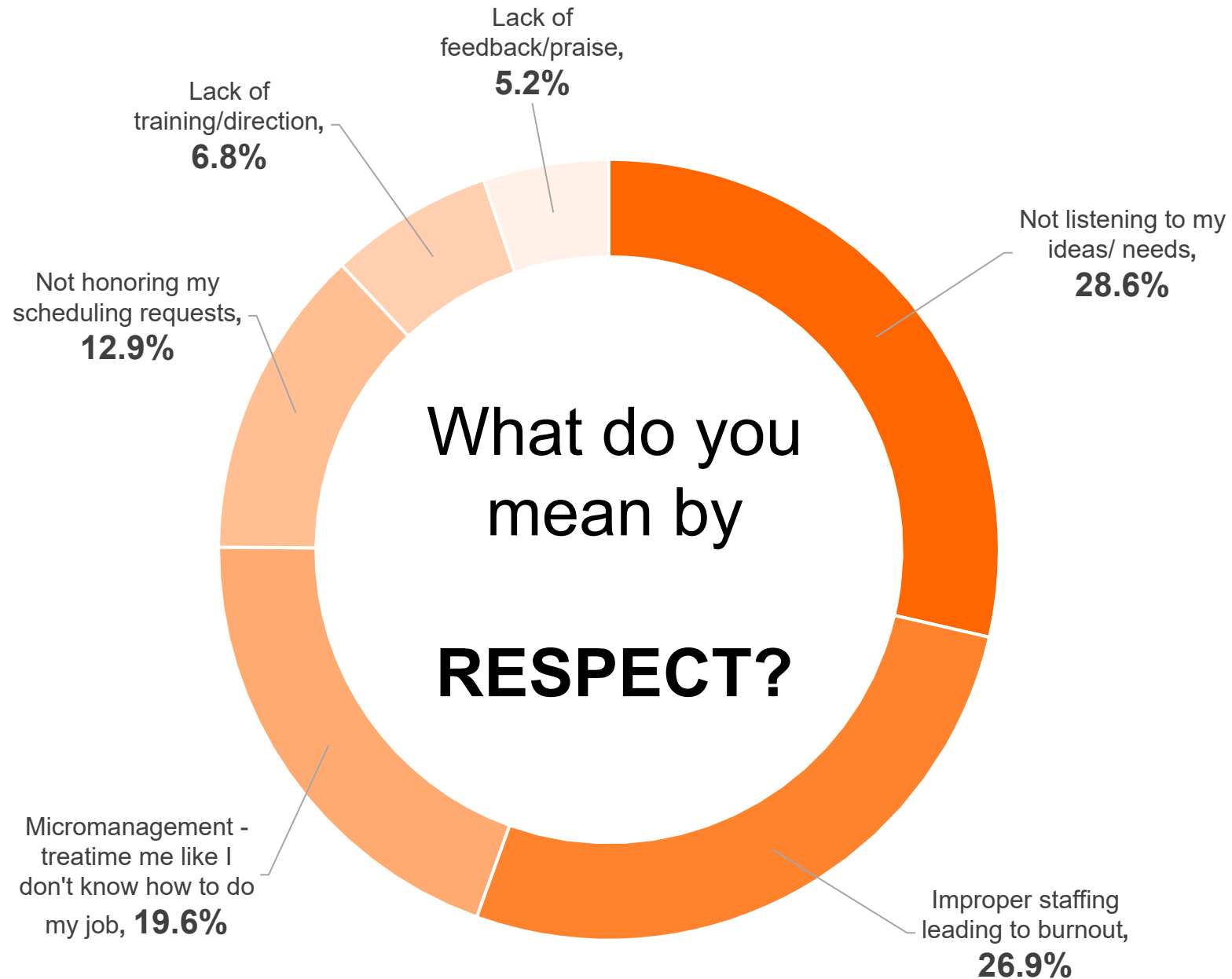


# Why Do Caregivers Go . . .

## What Motivates Caregivers to QUIT an Employer?

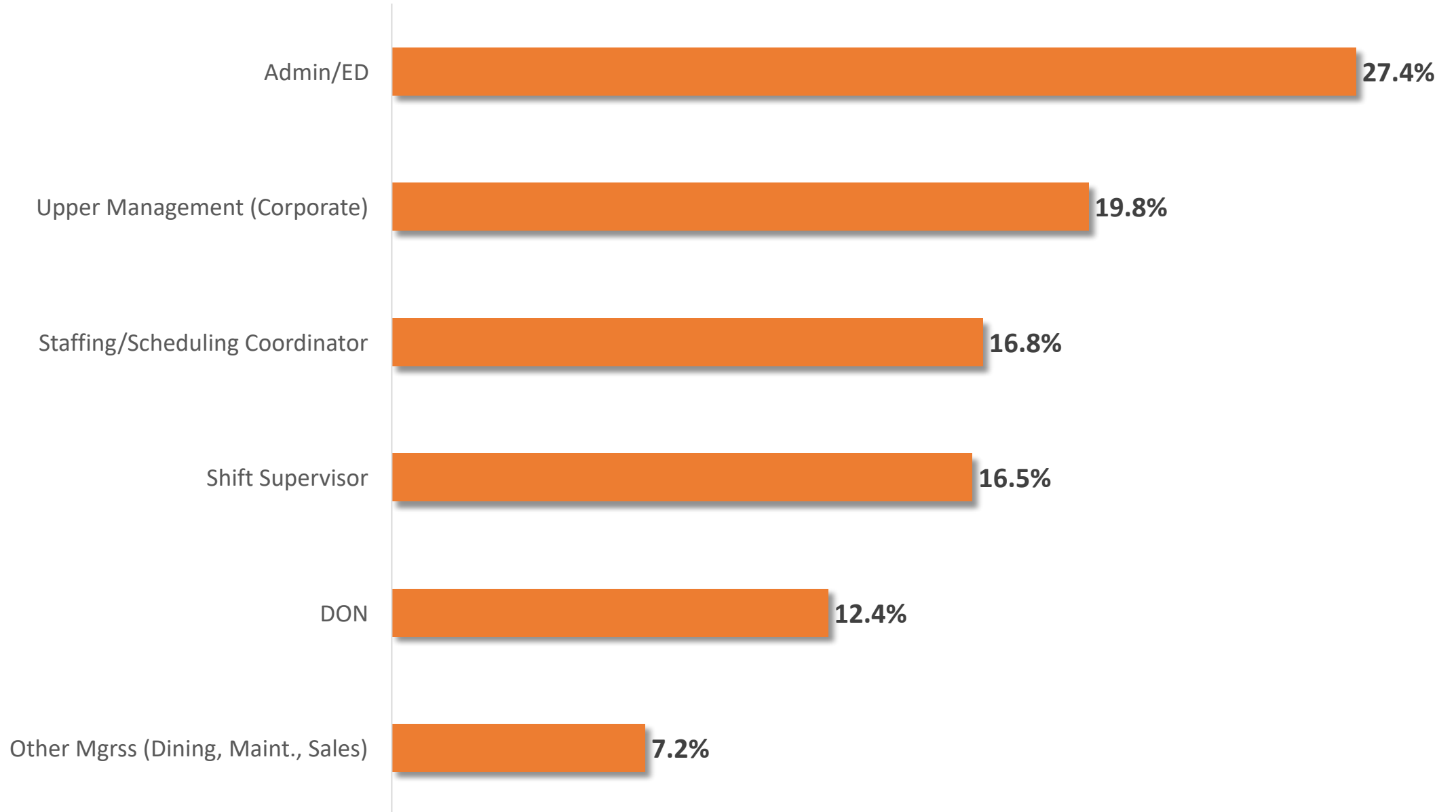
If you (or employee) have QUIT a job(s) in a senior care in the past, please tell us which factors contributed the most to wanting to leave?







# Who is Disrespecting Me?





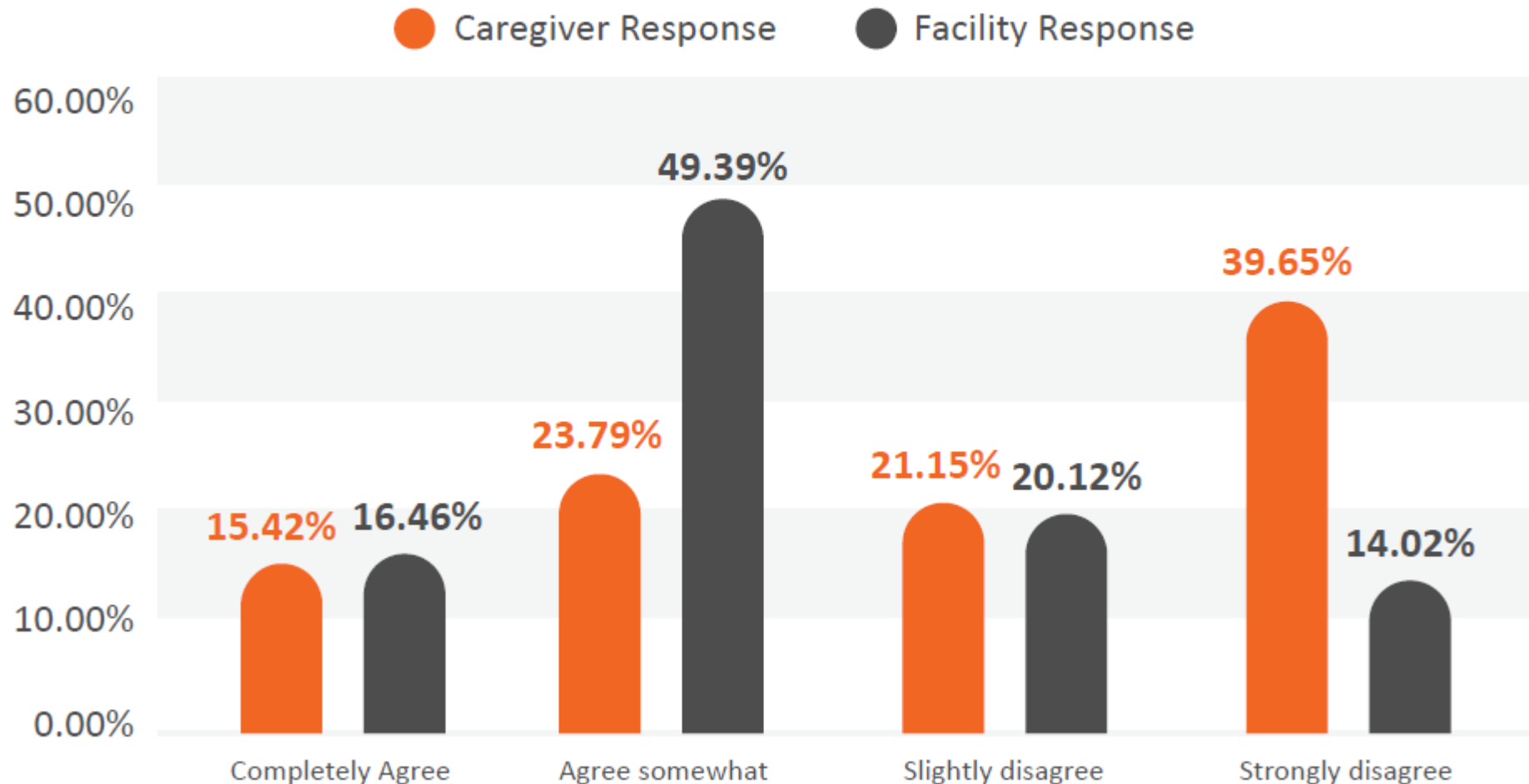


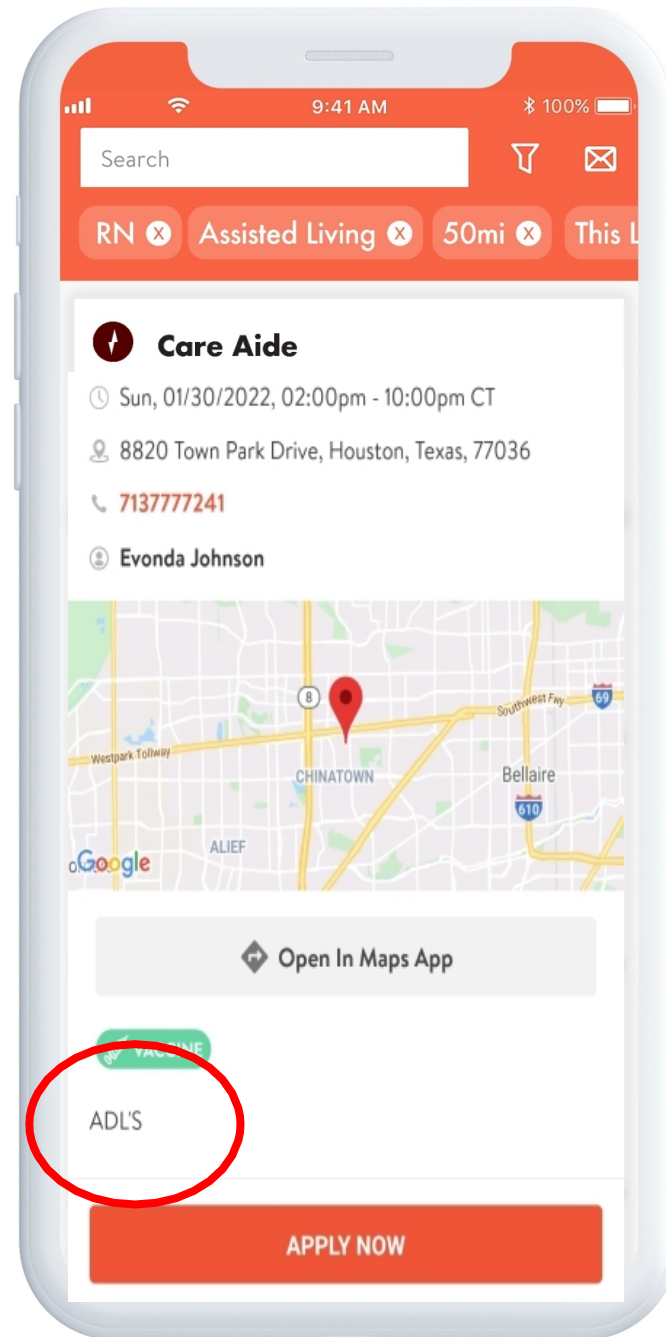
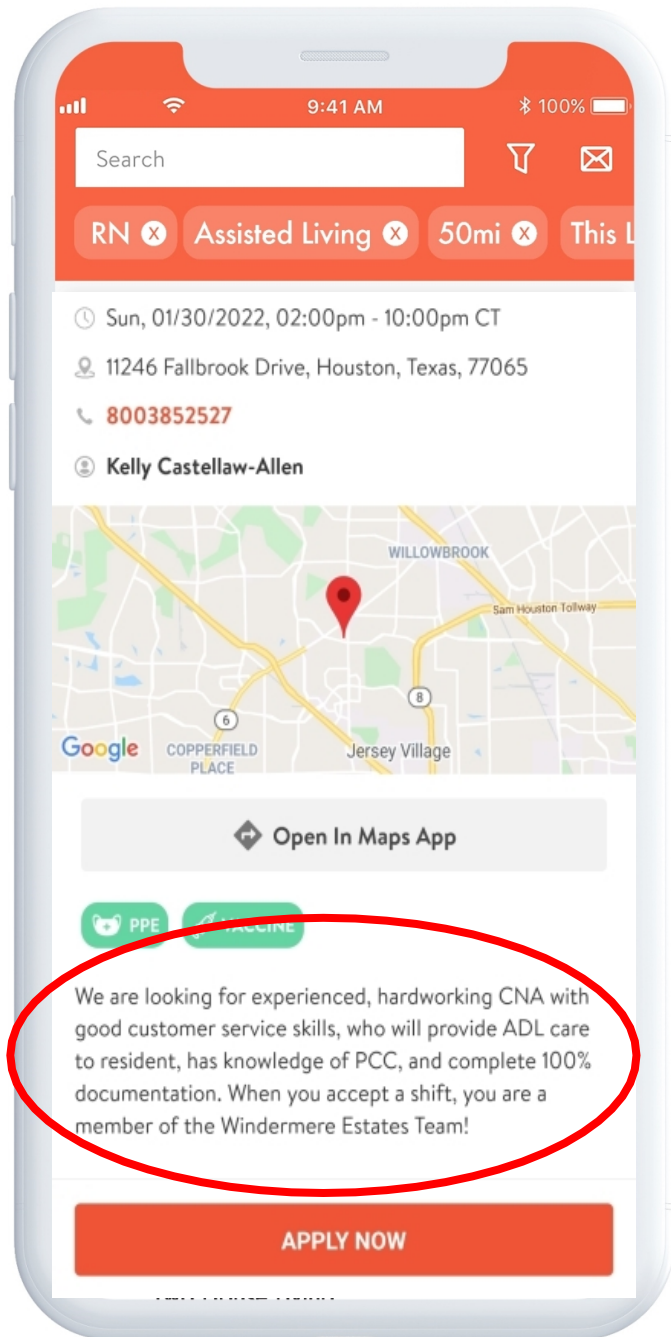
# COMMUNITIES



# But We Have a Great Culture . . .

Agree or Disagree: "A caregiver would be willing to make 10% LESS money, if they were offered a job at a facility with a better CULTURE"





A PERSON WHO FEELS  
APPRECIATED WILL ALWAYS DO  
MORE THAN WHAT IS  
EXPECTED