



**NPDA**

NATIONAL PRIVATE DUTY ASSOCIATION

The Voice of Private Duty Home Care

## State of Caregiving Industry Survey

### Introduction

In September 2008, the National Private Duty Association conducted the first *NPDA State of Caregiving Industry Survey*. The NPDA sent surveys to all 1,026 members nationwide to gather information on caregiving services; training and hiring practices; and private duty agency characteristics.

The NPDA received responses from 22 percent of its members resulting in a sampling error rate of +/- 5.9 percent at a 95 percent confidence level for NPDA members.

The following Executive Summary outlines key findings from this survey.

### About the NPDA

The National Private Duty Association (NPDA) is the nation's first association for providers of private duty home care, which includes non-medical home care services. The NPDA is the recognized resource for information and definition of private duty home care practice, supported by a strong national membership of providers.

### NPDA Vision

Leading the industry that cares for people at home through advocacy and education.

### NPDA Goals

- Set Industry Standards for private duty home care.
- Foster ethical business practices through implementation of adopted Ethical Guidelines.
- Educate the public about the differences in private duty models.
- Develop best practices within the home care industry.
- Share resources among private duty agencies.
- Develop core training and education programs.

Executive Summary

Prepared January 2009

## Business Profile

**Longevity** – While still an emerging industry, private duty home care providers have shown that they have staying power. Approximately 70 percent have been in business five years or more.

**Size** – Home care agencies fall into three basic sizes based upon the number of caregivers they employ. One-third of agencies employ fewer than 50 caregivers; approximately one-third employ 51-100 caregivers; and one third employ more than 100 caregivers.

**Revenues** – 55 percent of home care agencies who responded to the survey have annual client revenues of more than \$1 million.

**Business Models** – 45 percent of NPDA members who responded to the survey belong to a franchise network; 37 percent are independent businesses; and 12 percent are multi-location, non-franchise businesses.

**Services** – Most private duty home care agencies offer several levels of service for their clients. These include homemaker services such as cooking, laundry and house cleaning; and personal care including feeding, bathing, dressing and grooming.

**Cost of Care** – The national average cost for services ranges from \$18.75 per hour for companionship services to \$22.37 per hour for home health services.

**Licensing** – 47 percent of NPDA members operate in states that require home care agencies to be licensed.

Levels of Service	Percentage of Agencies that Provide this Service
Homemaker services	98%
Personal care	98%
Companionship	96%
Alzheimer's care	90%
Transportation	88%
End of life care	66%
Home healthcare	24%

National Average Cost of Services	
Companionship	\$18.75 per hour
Homemaker services	\$18.90 per hour
Personal care	\$19.82 per hour
Home health services	\$22.37 per hour

## Executive Summary

## Caregiver Profile

**Traits** – When hiring caregivers, private duty agencies place great emphasis on selecting individuals who have the right personal traits to provide high quality, relationship-based care. The most important traits that home care agencies look for in their caregivers are:

- Compassion
- Positive attitudes
- Communication skills
- Patience

**Characteristics** – Private duty home care companies report the following characteristics about their caregivers:

- 93 percent are female; 7 percent are male
- 64 percent have previously cared for an elderly family member or friend
- 19 percent retired from another profession prior to becoming a caregiver
- 17 percent are first generation immigrants to the United States

**Pay** – The national average starting pay per hour for caregivers ranges from \$8.92 for companionship services to \$11.78 for home health services.

**Hours worked** – Most home care agencies report that their caregivers typically work 20 to 30 hours a week.

**Training** – 96 percent of home care companies provide training programs for their caregivers; 19 percent said each of their caregivers receives more than 20 hours of training annually.

Specialized Training Offered to Caregivers	Percentage of Agencies that Offer this Training
Basic caregiver training	89%
Personal care	82%
Alzheimer's care	81%
End of life care	45%

*96 percent of home care agencies provide training to their caregivers.*

National Average Starting Pay for Caregivers	
Companionship	\$8.92 per hour
Homemaker services	\$9.10 per hour
Personal care	\$9.69 per hour
Home health services	\$11.78 per hour

## Recruitment/Screening/Retention

**Retention** – Most home care agencies report caregiver turnover rates of 50 percent or less.

**Benefits offered** – Home care agencies make available a wide range of benefits to their caregivers including paid time off, health insurance and retirement plans.

**Screening** – 99.5 percent of private duty home care agencies conduct criminal background checks of caregivers; 64 percent require drug screenings; and 86 percent check caregivers' driving records.

**Recruitment** – The most effective activities for recruiting caregivers are:

- Referrals
- Newspaper classified ads
- Online jobsites/postings

**Applicants** – 59 percent of home care agencies have seen an increase in caregiver applicants during the past 12 months; 41 percent say the quality of their caregiver applicants has improved over this time, while 46 percent say the quality has stayed the same.

Benefits Offered to Caregivers	Percentage of Agencies that Offer this Benefit
Paid time off	56%
Health insurance	48%
Retirement plan	38%
Dental insurance	29%
Discounted services	20%
Health savings accounts	11%
Other	34%