

A person in a white lab coat is pushing a wheelchair. The person's hands are on the handles, and the wheelchair is moving forward. The background is a blurred indoor setting.

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# WORKFORCE SURVEY 2016: DIRECT CARE, SUPPORTS & SERVICE WORKERS

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IOWA  
**WORKFORCE**  
DEVELOPMENT

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Worker Recruitment & Retention Project

# DIRECT CARE, SUPPORTS & SERVICE WORKERS SURVEY

## METHODOLOGY & BACKGROUND

Iowa CareGivers partnered with Iowa Workforce Development to learn more about the workforce in Iowa that provides direct care, supports & services. Contributing to the Report was Steve Ovel (Legislative Consultant for the Iowa Association of Community College Trustees), Arlinda McKeen (State Public Policy Group), Erin Drinnin and Renee Miller (United Way of Central Iowa), Greg DeMoss (Department of Inspection and Appeals/Health Care Facilities).

Healthcare providers were invited to participate in the survey, which was conducted from April 18, 2016 to May 6, 2016 and was designed to help identify the following:

- Number of individuals working in direct care, supports & service occupations
- Current vacancies/job openings for direct care, supports & service occupations
- Employer obstacles retaining direct care, supports & service workers
- Future demand for the direct care, supports & service workers

The results of this study will help educators, workforce professionals and policy makers understand the needs of employers pertaining to these vital occupations and the critical support/services they provide.

Employers across Iowa assign more than 30 different job titles to direct care, supports & service occupations. For reporting consistency, we asked employers to categorize positions into the following occupational titles as defined by the **U.S. Department of Labor, Bureau of Labor Statistics**:

- **Home Health Aides** - Provide routine individualized healthcare, such as, changing bandages and dressing wounds and applying topical medications to the elderly, convalescents or persons with disabilities at the patient's home or in a care facility. Monitor or report changes in health status. May also provide personal care such as bathing, dressing and grooming of patient.
- **Nursing Assistants** - Provide basic patient care under direction of nursing staff. Perform duties such as feed, bathe, dress, groom, move patients or change linens. May transfer or transport patients. Includes nursing care attendants, nursing aides and nursing attendants.
- **Personal Care Aides** - Assist the elderly, convalescents or persons with disabilities with daily living activities at the person's home or in a care facility. Duties performed at a place of residence may include keeping house (making beds, doing laundry and washing dishes) and preparing meals. May provide assistance at non-residential care facilities. May advise families, the elderly, convalescents and persons with disabilities regarding such things as nutrition, cleanliness, and household activities.

## OVERVIEW



### PERCENTAGE OF RESPONDENTS THAT EMPLOY OR HAVE VACANCIES FOR DIRECT CARE/SERVICE WORKERS, REPORTED EMPLOYMENT & VACANCIES PER DIRECT CARE, SUPPORTS & SERVICE WORKER TYPE

#### HOME HEALTH AIDES (AS REPORTED)

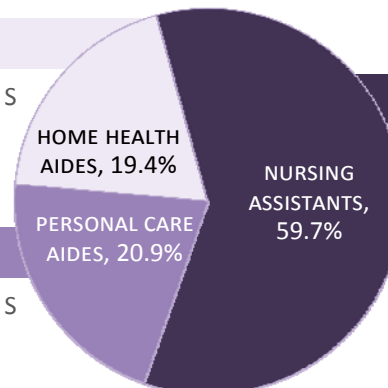
FULL-TIME	PART-TIME	VACANCIES
490	429	145

70 EMPLOYEES PLAN TO RETIRE IN THE NEXT YEAR

#### PERSONAL CARE AIDES (AS REPORTED)

FULL-TIME	PART-TIME	VACANCIES
1,315	901	393

145 EMPLOYEES PLAN TO RETIRE IN THE NEXT YEAR



#### NURSING ASSISTANTS (AS REPORTED)

FULL-TIME	PART-TIME
4,815	3,150

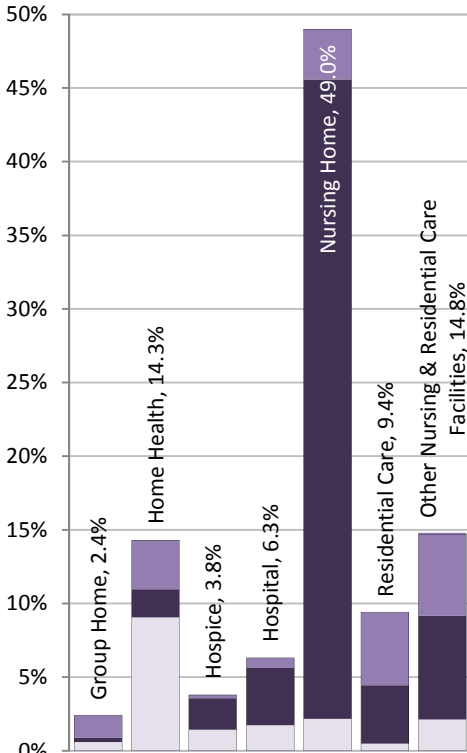
VACANCIES

1,288

A TOTAL OF 324 EMPLOYEES PLAN TO RETIRE IN THE NEXT YEAR

# OVERVIEW (CONTINUED)

## RESPONDENT FACILITY TYPE AND DIRECT CARE, SUPPORTS & SERVICE WORKERS THEY EMPLOY OR HAVE VACANCIES FOR



All direct care/service workers represented in each facility type with 5.0% of employers having employees or vacancies in all categories.

## BENEFITS OFFERED BY EMPLOYERS (AS REPORTED)

	BOTH FULL & PART TIME EMPLOYEES	FULL-TIME EMPLOYEES ONLY
<b>INSURANCE COVERAGE</b>		
Life Insurance	57.7%	29.6%
Dental Coverage	52.9%	37.1%
Long-Term Disability	51.5%	25.0%
Health Insurance	49.3%	43.7%
Accidental Death & Dismemberment Coverage (AD&D)	48.6%	30.0%
Prescription Drug Coverage (included with medical plan)	48.6%	41.4%
Short-Term Disability	47.8%	27.5%
Vision Coverage	45.7%	32.9%
Prescription Drug Coverage (stand alone policy)	14.5%	6.5%
<b>PAID LEAVE</b>		
Paid-Time-Off (PTO)	65.7%	17.1%
Bereavement/Funeral Leave	62.0%	28.2%
Vacation	55.1%	20.3%
Maternity/Paternity Leave	54.4%	25.0%
Holiday Leave	52.9%	27.1%
Sick Leave	47.8%	22.4%
Personal Days/Floating Holidays	44.1%	19.1%
Training Leave	38.2%	13.2%
<b>ADDITIONAL BENEFITS</b>		
Company Vehicle/Mileage Reimbursement	81.2%	8.7%
Employee Assistance Program	61.4%	4.3%
Flex Spending Account/Cafeteria Plan	59.4%	18.8%
Shift Differential Pay (2nd/3rd shift, or Weekend)	55.7%	7.1%
Retirement Package	53.7%	16.4%
Wellness Program	51.4%	11.4%
Tuition Assistance/Educational Reimbursements	47.1%	8.8%
Bonuses (annual, hiring, holiday, productivity, etc.)	39.1%	7.2%
Clothing/Uniform Allowance/Reimbursement	17.9%	4.5%
Profit Sharing/Stock Options	9.0%	3.0%
Childcare Assistance (reimbursements, on-site, etc.)	7.5%	3.0%
Relocation/Moving Expense	1.5%	0.0%

## HOW PREMIUMS ARE PAID<sup>1</sup>

100% EMPLOYER PAID  
**8.7%**

100% EMPLOYEE PAID  
**17.4%**

SHARED COST  
**69.6%**

OTHER ARRANGEMENTS  
**4.3%**

## OTHER INFORMATION<sup>1</sup>

FEMALE MALE  
**86.7% 13.3%**

AVERAGE AGE  
**44**

AVERAGE COMMUTE  
**7 miles**

WILLING TO CHANGE/ACCEPT EMPLOYMENT  
**43.2%**

# NURSING ASSISTANTS

**23,367**

Estimated 2014 Employment<sup>2</sup>

**26,790**

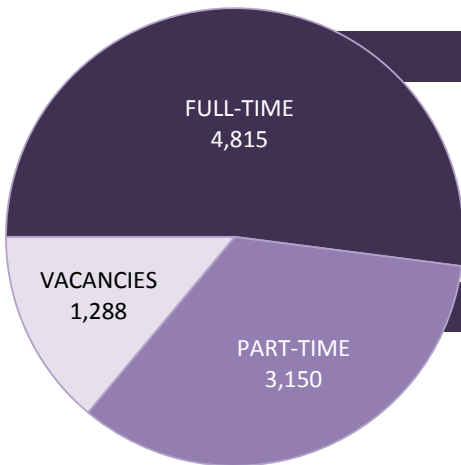
Projected 2024 Employment<sup>2</sup>

ENTRY LEVEL WAGE<sup>3</sup>  
**\$10.00/HR**

MEDIAN WAGE<sup>3</sup>  
**\$11.53/HR**

EXPERIENCED WAGE<sup>3</sup>  
**\$13.22/HR**

## EMPLOYMENT, FUTURE PLANS & VACANCIES (AS REPORTED)



## TOP SKILLS NEEDED BY NURSING ASSISTANTS (LISTED IN ORDER OF IMPORTANCE)<sup>2</sup>

Service Orientation	Actively looking for ways to help people.
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate and not interrupting at inappropriate times.
Social Perceptiveness	Being aware of others' reactions and understanding why they react as they do.
Coordination	Adjusting actions in relation to others' actions.
Monitoring	Monitoring/assessing performance of yourself, other individuals or organizations to make improvements or take corrective action.
Speaking	Talking to others to convey information effectively.

## FUTURE WORKFORCE PLANS BY PERCENTAGE OF RESPONDENTS & POSITIONS AFFECTED

EXPAND	REDUCE	MAINTAIN
42.4% FULL-TIME (393)	0.5% FULL-TIME (8)	57.1% FULL-TIME
48.1% PART-TIME (411)	1.3% PART-TIME (11)	50.6% PART-TIME

## HIRING ISSUES (LISTED IN ORDER OF IMPORTANCE AS REPORTED)

- Lack of applicants
- Low wages/compensation
- Scheduling issue
- Work ethic
- Competition
- Facility issues
- Lack of certified applicants

## RETENTION ISSUES (LISTED IN ORDER OF IMPORTANCE AS REPORTED)

- Low wages/compensation
- Work ethic
- Workload
- Employees/students furthering their education/career
- Competition
- Scheduling issues
- Lack of benefits

<sup>1</sup>Iowa Workforce Development, Labor Market Information Division, State of Iowa Laborshed Study 2015

<sup>2</sup>Iowa Workforce Development, Labor Market Information Division, Occupational Projections program. Employment Projections by Occupation, 2014 and Projected 2024

<sup>3</sup>Iowa Workforce Development, Labor Market Information Division, 2015 Iowa Wage Survey



# HOME HEALTH AIDES

10,036

Estimated 2014 Employment<sup>2</sup>

13,264

Projected 2024 Employment<sup>2</sup>

ENTRY LEVEL WAGE<sup>3</sup>

\$9.23/HR

MEDIAN WAGE<sup>3</sup>

\$10.77/HR

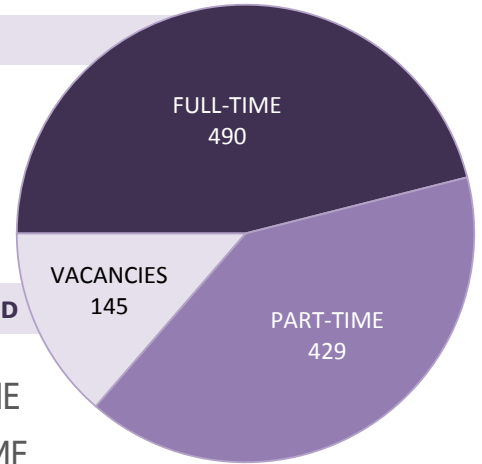
EXPERIENCED WAGE<sup>3</sup>

\$11.74/HR

## EMPLOYMENT, FUTURE PLANS & VACANCIES (AS REPORTED)

### TOP SKILLS NEEDED BY HOME HEALTH AIDES (LISTED IN ORDER OF IMPORTANCE)<sup>2</sup>

Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate and not interrupting at inappropriate times.
Service Orientation	Actively looking for ways to help people.
Social Perceptiveness	Being aware of others' reactions and understanding why they react as they do.
Critical Thinking	Using logic and reasoning to identify the strengths and weaknesses of alternate solutions, conclusions or approaches to problems.
Monitoring	Monitoring/assessing performance of yourself, other individuals or organizations to make improvements or take corrective action.
Reading Comprehension	Understanding written sentences and paragraphs in work related documents



### FUTURE WORKFORCE PLANS BY PERCENTAGE OF RESPONDENTS & POSITIONS AFFECTED

EXPAND	REDUCE	MAINTAIN
37.1% FULL-TIME (63)	1.6% FULL-TIME (3)	61.6% FULL-TIME
50.0% PART-TIME (61)	1.9% PART-TIME (10)	48.1% PART-TIME

### HIRING ISSUES (LISTED IN ORDER OF IMPORTANCE AS REPORTED)

Lack of applicants
Low wages/compensation
Scheduling issue
Lack of certified applicants
Workload/job duties
Work ethic
Lack of experienced applicants

### RETENTION ISSUES (LISTED IN ORDER OF IMPORTANCE AS REPORTED)

Low wages/compensation
Scheduling issues
Workload
Lack of benefits
Employees/students furthering their education/career
Work ethic
Competition

# PERSONAL CARE AIDES

6,978

Estimated 2014 Employment<sup>2</sup>

8,802

Projected 2024 Employment<sup>2</sup>

ENTRY LEVEL WAGE<sup>3</sup>

\$9.01/HR

MEDIAN WAGE<sup>3</sup>

\$10.61/HR

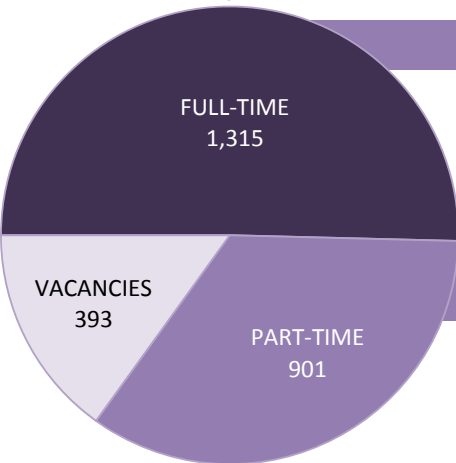
EXPERIENCED WAGE<sup>3</sup>

\$11.63/HR

## EMPLOYMENT, FUTURE PLANS & VACANCIES (AS REPORTED)

### TOP SKILLS NEEDED BY PERSONAL CARE AIDES (LISTED IN ORDER OF IMPORTANCE)<sup>2</sup>

Service Orientation	Actively looking for ways to help people.
Social Perceptiveness	Being aware of others' reactions and understanding why they react as they do.
Active Listening	Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate and not interrupting at inappropriate times.
Speaking	Talking to others to convey information effectively.
Monitoring	Monitoring/assessing performance of yourself, other individuals or organizations to make improvements or take corrective action.



### FUTURE WORKFORCE PLANS BY PERCENTAGE OF RESPONDENTS & POSITIONS AFFECTED

EXPAND	REDUCE	MAINTAIN
31.8% FULL-TIME (147)	3.0% FULL-TIME (2)	65.2% FULL-TIME
50.0% PART-TIME (133)	0.0% PART-TIME	50.0% PART-TIME

### HIRING ISSUES (LISTED IN ORDER OF IMPORTANCE AS REPORTED)

Lack of applicants
Low wages/compensation
Lack of skilled applicants
Work ethic
Scheduling issue
Lack of benefits
Lack of experienced applicants

### RETENTION ISSUES (LISTED IN ORDER OF IMPORTANCE AS REPORTED)

Low wages/compensation
Workload
Scheduling issues
Lack of benefits
Employees/students furthering their education/career
Work ethic
Competition

<sup>2</sup>Iowa Workforce Development, Labor Market Information Division, Occupational Projections program. Employment Projections by Occupation, 2014 and Projected 2024

<sup>3</sup>Iowa Workforce Development, Labor Market Information Division, 2015 Iowa Wage Survey