

Recruitment Momentum: Winning the Digital War for Talent

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My Core Belief

Hiring is a marketing problem — and most companies are solving it with the wrong tools.



SECTION 01

The Reality of Hiring in Home Care Right Now

Florida, We Need to Talk!



Florida ranks

DEAD LAST — 50th in the nation

in availability of home health & personal care aides.

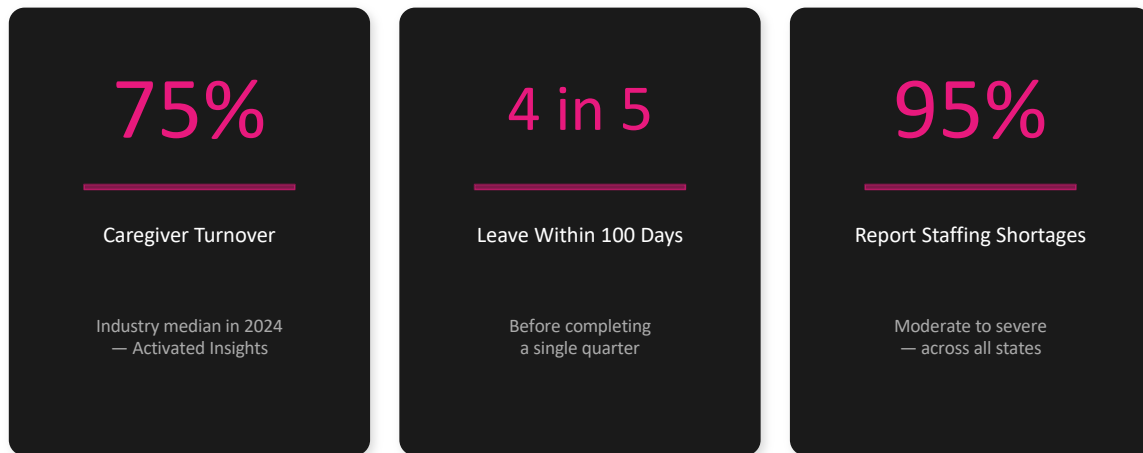
Meanwhile, Florida has the
2nd largest population of adults 65+ in the country.

That gap between supply and demand is what most of you are managing every single day.

Source: America's Health Rankings Senior Report, United Health Foundation, 2025



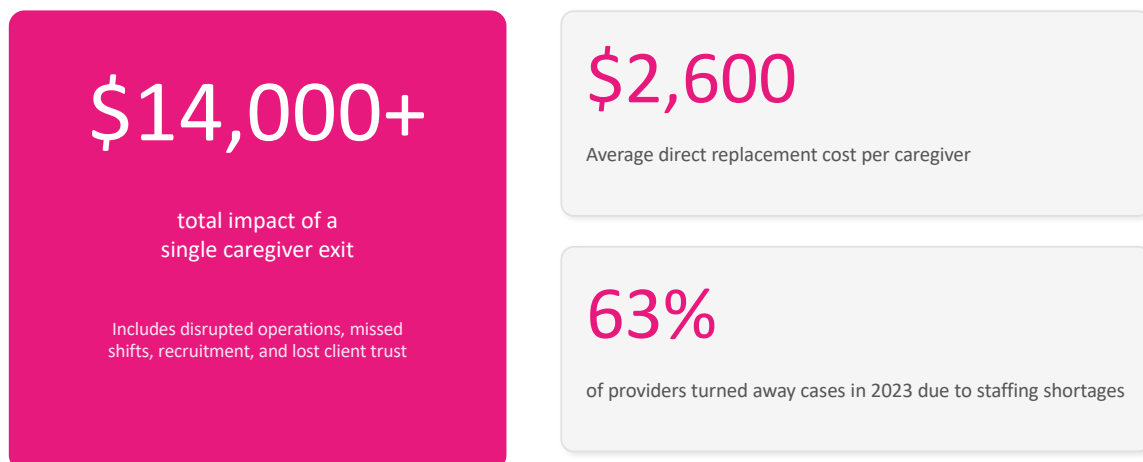
The Numbers Behind the Pain



Sources: Activated Insights 2025 Benchmarking Report; Home Care Association of America



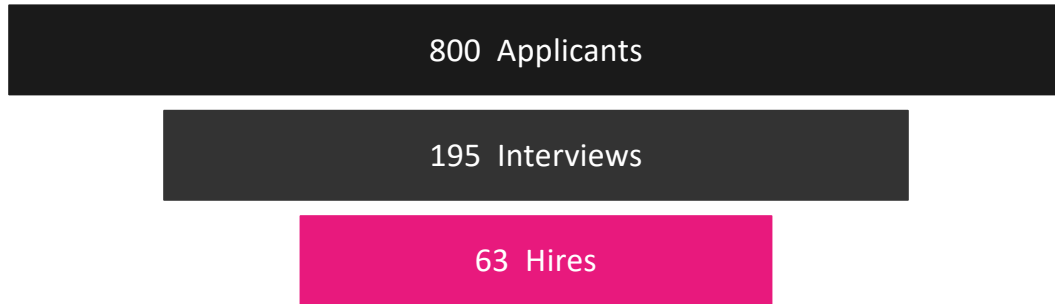
Every Empty Shift Has a Price Tag



Sources: AxisCare; Activated Insights 2024 & 2025 Benchmarking Reports

Your Hiring Funnel Is Broken

At the median home care agency:



= 7.9% overall applicant-to-hire conversion

The candidates are out there. They're getting lost somewhere between applying and starting and most companies don't have the bandwidth to figure out where.

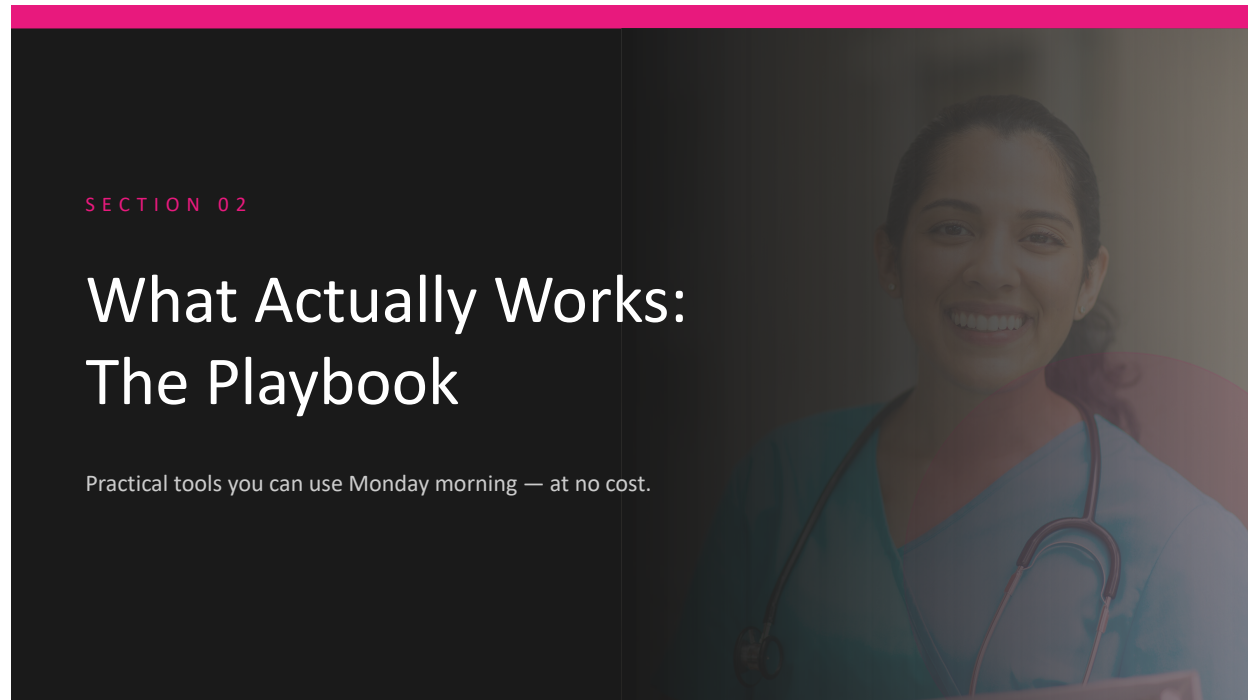
Source: Activated Insights 2025 Benchmarking Report

“

Retention begins the moment
you post the job.

— Activated Insights, 2025 Home Care Benchmarking Report

So, what does that actually mean for how you recruit?



SECTION 02

What Actually Works: The Playbook

Practical tools you can use Monday morning — at no cost.

What Most Home Care Job Posts Look Like



HOME HEALTH AIDE (HHA) — IMMEDIATE HIRE

MAINLY LOOKING FOR CAREGIVERS FLEXIBLE TO WORK
ANY DAY OF THE WEEK, ESPECIALLY WEEKENDS!

Requirements:

- Active HHA certificate or CNA license
- Physical within last 6 months
- Negative TB skin test within 12 months
- Must pass Level 2 background check
- Minimum 1 year home care experience
- Valid driver's license and reliable transportation
- Ability to lift 50 lbs

Responsibilities:

- Personal care activities per Plan of Care
- Document care per agency guidelines
- Report changes to supervisor
- Maintain HIPAA confidentiality

Job Types: Full-time, Part-time

- ✗ ALL CAPS = demanding, not welcoming
- ✗ No pay listed — most stop reading here
- ✗ Requirements before anything about the job
- ✗ Written for HR, not humans
- ✗ Nothing about why THIS agency
- ✗ Wall of text — unreadable on a phone



What It Looks Like When It Works

Caregiver — \$16–\$18/hr | Flexible Shifts | Tampa Area

We match you with clients close to your home, so you're not driving across the county for every shift.

At HomeCare Helpers, caregivers are the reason our clients get to stay in their homes. We're looking for someone who takes that seriously and wants to be supported.

What the job looks like:
One-on-one care with consistent clients — you'll know them, they'll know you. Day, evening, and weekend shifts available. We'll build a schedule around your life.

What we offer:

- \$16–\$18/hr based on experience, paid weekly
- Company-paid health insurance (30+ hrs/week)
- Paid training — no prior certification required
- Referral bonus when you bring in great people

Apply in 3 minutes from your phone.
We respond within 24 hours.

- ✓ Pay range in the headline — they keep reading
- ✓ First sentence is about the candidate
- ✓ Specific schedule info — not just 'flexible'
- ✓ Benefits visible and specific
- ✓ Opens door for uncertified candidates
- ✓ Clear apply path + response time commitment



Score Your Own Job Post

Run your current caregiver posting through these 7 questions. One point each.

- 1 Is your pay range visible within the first three lines?
- 2 Does the post name specific shift options rather than just "flexible"?
- 3 Is there at least one sentence about why a caregiver would choose YOUR agency?
- 4 Are benefits listed clearly — not buried at the bottom?
- 5 Is it written from the candidate's perspective rather than a list of your requirements?
- 6 Is it under 400 words — readable on a phone in under 90 seconds?
- 7 Does it include a clear apply path with a response time or next step?

6–7: Your post is working. 3–5: Pick the two easiest fixes and make them this week. 0–2: Rewrite before you post again.



Where Caregivers Actually Come From

Channel	Volume	Candidate Quality	Cost	Turnover
Indeed	High	Mixed	Medium	Average (industry median)
Employee Referrals	Low–Medium	High	\$520/hire	59% — well below median
Facebook / Social	Medium	Mixed	Low–Medium	Variable
Diversified Job Boards	High	Medium	Medium	Average
Staffing Agency	Low	Medium	High	Higher than average

The insight most agencies miss:

Employee referrals produce the lowest turnover in the industry and the lowest cost per hire — yet most agencies treat their referral program as an afterthought. The agencies with the most stable workforces have built cultures where caregivers recruit caregivers.

Source: Activated Insights 2025 Benchmarking Report; HHAAeXchange 2025



The Number That Should Make You Uncomfortable

6–8

weeks to fill an open caregiver position

- A caregiver who applies Monday has also applied to 3+ other agencies on the same page.
- The agency that responds first gets the interview. The one that moves fastest gets the hire.
- Responding within 2 hours — even an automated text — keeps candidates engaged.
- Application to offer in under two weeks consistently outperforms the field on fill rate.

The hard question: How long does it take your agency to respond to a new application right now? If you don't know the answer, that's worth finding out before you post another job.

Why the First 90 Days Cost You More Than the Hire Did

Nearly 4 out of 5 caregivers who leave do so within the first 100 days — before you've recovered what it cost to hire them.

Before Day One

The gap between offer and first shift

Candidates go dark, take other jobs, or lose confidence when there's no communication. Agencies that check in between offer acceptance and start date see meaningfully better show rates.

Days 1–7

First impressions stick

First impressions of the agency, the clients, scheduling, and support. A caregiver who feels thrown in without guidance will start looking within the first week.

Days 8–90

Where problems compound or get caught

Early frustrations either get addressed or compound into exits. Agencies that build in check-ins at day 30 and day 60 catch the real problems before they become departures.

The First 90 Days Checklist



Before Day One

☐ Send a welcome message within 24 hours of offer acceptance

☐ Confirm first shift details and who to contact 48 hours in advance

☐ Introduce the caregiver to their first client match before the shift where possible

Days 1–7

☐ Structured orientation — covers culture and communication, not just compliance paperwork

☐ Assign a named go-to contact person, not just a general office number

☐ Check in by end of day one and end of week one

Days 8–90

☐ Formal check-in at day 30 — ask about client fit, scheduling, and any concerns

☐ Formal check-in at day 60 — address anything from day 30 and assess engagement

☐ Acknowledge the 90-day milestone — recognition at this stage has a measurable effect on retention

Caregivers don't leave agencies — they leave situations where they don't feel supported, matched well, or valued. Most of those situations are visible and fixable if someone is paying attention in the first 90 days.

SECTION 03

isolved ATS: Built for the Way Home Care Actually Hires

No Candidate Left Behind



Text-to-Apply & Chat-to-Apply

Meet candidates where they are — on their phones, in under 3 minutes.

6,000+ Job Boards

Including Indeed Platinum Partner integration and diversified advertising managed by your account team.

AI-Powered Screening

Surface the right candidates without manually reviewing every application.

Automated Communication

Every applicant gets a response. No one falls through the cracks while your coordinator is on the phone.

Employee Referral Management

Built-in referral program tools — your best source of high-retention hires, systematized.

In-System Reporting

See exactly where candidates are dropping off, so you can fix the leak rather than post more jobs.

Good Shepherd Centres: time-to-fill dropped from 6–8 weeks to 35 days after implementing isolved ATS for personal support worker hiring.

See It In Action



isolved

Search Applicants

IHOP 3734 Frisco Applicants

Server - 1041089 - Frisco, TX

Start: 20-Nov-2023 End: 20-Dec-2028

Department: Frisco, TX 75033 Internal Id: (D1) Frisco, TX 75033

138

122

4

20

2

0

APPLICATIONS

QUALIFIED

NO STATUS

INTERVIEWED

HIRED

NOT SELECTED

20-Nov-2023

13-Mar-2024

Show Sent Emails

Add Applicant

Search Applicants

All Statuses

Active

Qualified

Job Question Score Above...

All Sources

20-Nov-2023

13-Mar-2024

Show Sent Emails

Filter

Note: Due to a large number of Statuses and/or Sources, you may experience a delay in using the search filters at this time.

Displaying 1 - 122 of 122 Total Candidates

	Name	Date	Score	Met BQ	Avg Rating	Status
1.	Action Shafeek, Brianna	13-Mar-2024	1	Yes	☆☆☆☆☆	Medium
2.	Action Crockett, Connor	09-Mar-2024	0	Yes	☆☆☆☆☆	High
3.	Action Hill, Daikia	08-Mar-2024	2	Yes	☆☆☆☆☆	Medium
4.	Action Mena, Peter	08-Mar-2024	1	Yes	☆☆☆☆☆	Medium
5.	Action Bourne, Gabriel	08-Mar-2024	3	Yes	☆☆☆☆☆	Medium

SECTION 04

isolved Hiring Services: Done-With-You

Not a staffing agency. Not just software. A team embedded in your process.



When You Need More Than a Platform

Plus

Done With You

You stay in control. We handle sourcing, ad optimization, job board management, and AI screening — with a dedicated account manager alongside you.

- ✓ Dedicated Account Manager
- ✓ Unlimited optimized job ads
- ✓ Competitor salary analysis
- ✓ Employee referral program management
- ✓ Sourcing conversion reporting

Premium

Done For You

We manage sourcing and screening both. Interview scheduling, video interviews, hiring workflows — so your team focuses on care delivery.

- ✓ Everything in Plus
- ✓ Hiring workflow management
- ✓ In-system interview scheduling
- ✓ One-way video interviews
- ✓ Pre-hire skills assessments

Complete

Done For You Plus

Everything in Premium plus a dedicated HR Business Partner covering compliance, performance management, and HR support.

- ✓ Everything in Premium
- ✓ Dedicated HR Business Partner
- ✓ Reference & background checks
- ✓ Licensing & certification verification
- ✓ HR Services Elite included

Florida Concerned Care (Tampa Bay, 300 employees): "The challenge for a business like ours is employee recruitment and retention" — now powered by isolved.



What "Done With You" Actually Looks Like

isolved handles

Job ad creation, optimization, and refresh every 90 days

Posting across 6,000+ job boards including Indeed Platinum

AI-powered screening and candidate ranking

Sourcing conversion reporting — where are candidates dropping off?

Competitor salary and job title analysis

Employee referral program management

Account Manager available as your dedicated hiring partner

You own

Hiring decisions — you always make the call

Interviews and candidate conversations

Offer letters and onboarding

Culture, client matching, and caregiver experience

The relationship with your caregivers

Real Support. Same Platform.

Everything connects — ATS, Hiring Services, and HCM — in one system. No switching between tools, no duplicate entry, no losing track of where a candidate is in the process.

Applicant Tracking

Post, screen, and manage candidates

→

Hiring Services

Expert support at every stage

→

Onboarding

From offer to day one, seamless

→

Payroll & HCM

Weekly pay, compliance, self-service

“

We plan to continue investing in our employee experience. We want to position ourselves favorably in the job market, and isolved is helping us get there.

— Florida Concerned Care (Right at Home franchise, Tampa Bay area, 300 employees)

What Changes When You Get This Right

Before

After

Candidate response	Coordinators triaging applications at midnight	Dedicated AM managing the queue during business hours
Visibility	800 applicants, 63 hires, no idea why	Conversion reporting shows exactly where drop-off happens
Job ads	Same posting running for 90 days unchanged	Ads refreshed every 90 days automatically
Staff capacity	Turning away cases for lack of caregivers	A pipeline that grows alongside your census
First 90 days	No structured process — hoping for the best	Structured check-ins catching problems early

Let's Chat

Recruitment Momentum: Winning the Digital War for Talent

- 1 Visit the booth [#415](#)
- 2 Book a demo isolvedhcm.com/talent-acquisition/demo
- 3 Learn more isolvedhcm.com/talent-acquisition/services



Scan to book a demo