



Case Study

Jeff Welsh
Right at Home
Agency Owner

Industry
Home Care Agency

Company
Size 50+

Location
Oakland-Macomb, Michigan

Reduced caregiver turnover by 67%

With 16 years in Home Care, Jeff has led his Right at Home Macomb team through many challenges. His goal to continually improve the continuity of care his team provides and to establish a thriving caregiver community led him to launch his own customized enCappture Home Care app in early 2023.

The Challenges

- Caregiver Retention**
Facing an industry with a high rate of caregiver turnover affected the business's performance, causing significant stress and financial losses.
- Real-time HIPAA-Compliant Communication**
Jeff needed to take a proactive approach to reduce caregiver turnover, improve communication, and make onboarding easier to retain caregivers, especially in the first 90 days.
- Rewarding and Recognizing Caregivers**
Jeff and his team were challenged to find a way to make caregivers feel genuinely valued by their agency while also implementing a method to individually and collectively reward and acknowledge their outstanding work.

"Our new app has created the Open Door Policy and the trust I have always wanted to provide our caregivers."
Jeff Welsh

The Solution

The enCappture Home Care app team worked with Right At Home Macomb to customize and launch their own branded app designed to enhance caregiver engagement and streamline workflows. The app integrated smoothly into the agency's operations, providing an all-in-one hub for caregivers.

"This app is going to change the nature of the home care business."
- Jeff Welsh

The Results

- Turnover rate decreased 67%.** The app's impact was a contributing factor to this positive trend.
- Recruitment needs declined by 50%** year over year in 2023, even though billable hours increased substantially.
- Scored a perfect 10/10* in employee rewards and recognition** from many caregivers, who cited the app as a main cause.
*Independent Survey from Home Care Pulse
- 100% adoption rate among new caregivers & 94% for existing** Noticeable improvements in the quality of care provided by caregivers due to the **improved communication and training** provided through the app.

