

The Direct Care Workforce in Pennsylvania: Strategies to Improve Recruitment and Retention

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We believe that caring, committed relationships between direct care workers and their clients are at the heart of quality care. Those relationships work best when direct care workers receive high-quality training, living wages, and respect for the central role they play.



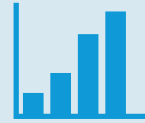
Our Approach

360° perspective



CONSULTING

Training, coaching, curricula



RESEARCH

Reports, policy analysis



ADVOCACY

Federal, state, local



ORIGINAL DATA

Regular, reliable findings



NYC AFFILIATES

Home care co-op, disability services,
managed care



PROVIDERS

Rural, urban, nationwide



Our Knowledge

25 years

Who are direct care workers in Pennsylvania?



231,540

Direct Care Workers in Pennsylvania

92,040
Personal Care Aides

76,300
Nursing Assistants

42,890
Home Health Aides

20,310
Independent Providers

9 in 10
Women

1 in 3
People of Color

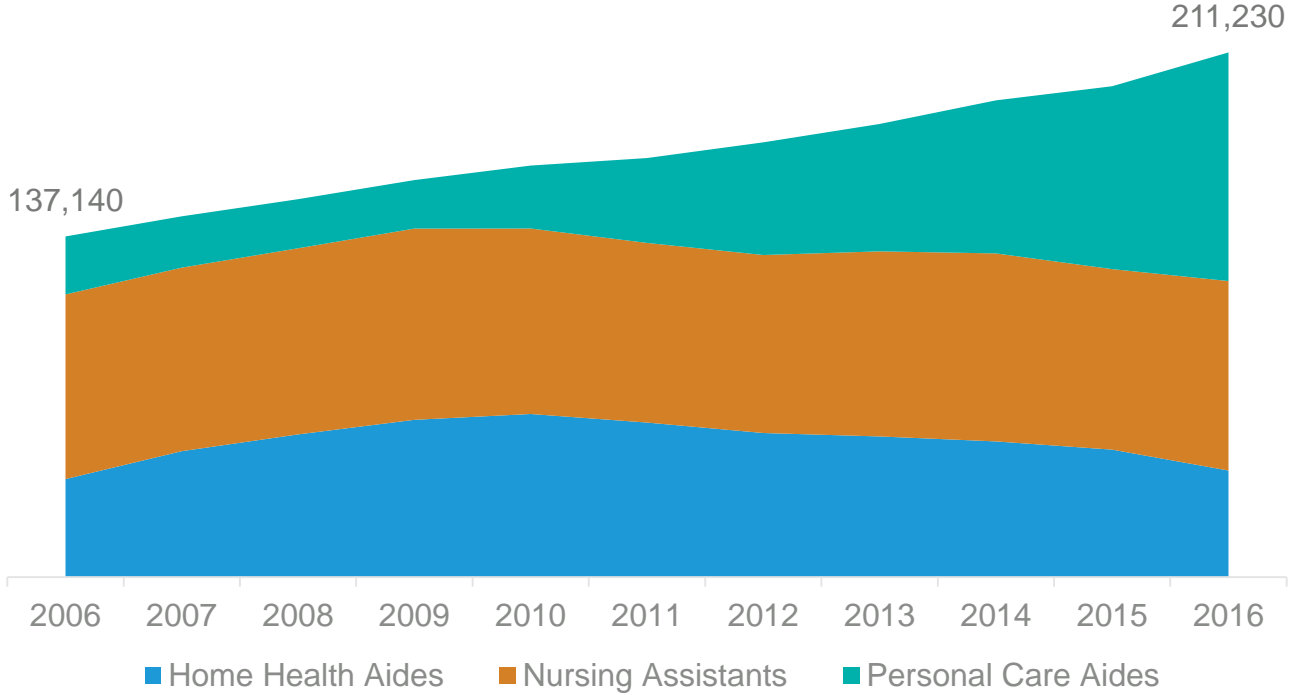
1 in 2
High School
Education or Less

40
Median Age

Defining the Direct Care Workforce



The direct care workforce grew by half in the past ten years.*



*Excludes independent providers.

What is future demand for this workforce?



1.3 million

Projected population growth
from 2010 to 2040 among
people aged 65 and older

37,580

Projected growth in demand
for direct care workers from
2014 to 2024

What are the challenges for this workforce?

For the purposes of the work of the Pennsylvania Long-Term Care Council and its committees, “direct care workers” refer to paid frontline workers who provide hands-on care, services, and support to the elderly and individuals with disabilities across the long-term services and supports continuum, from home and community-based settings to skilled nursing facilities.

What are the challenges for this workforce?



A large segment of the direct care workforce is employed in home care, which is the lowest paying long-term care industry.

	EMPLOYMENT	MEDIAN HOURLY WAGE
Home Care	94,280	\$10.90
Residential Care	45,400	\$11.85
Continuing Care Retirement Communities and Assisted Living	25,170	\$12.31
Residential Intellectual and Developmental Disability Facilities	20,230	\$11.28
Nursing Homes	29,180	\$13.45
Vocational Rehabilitation	1,630	\$10.93
Long-Term Care Total	170,490	\$11.59

What are the challenges for this workforce?



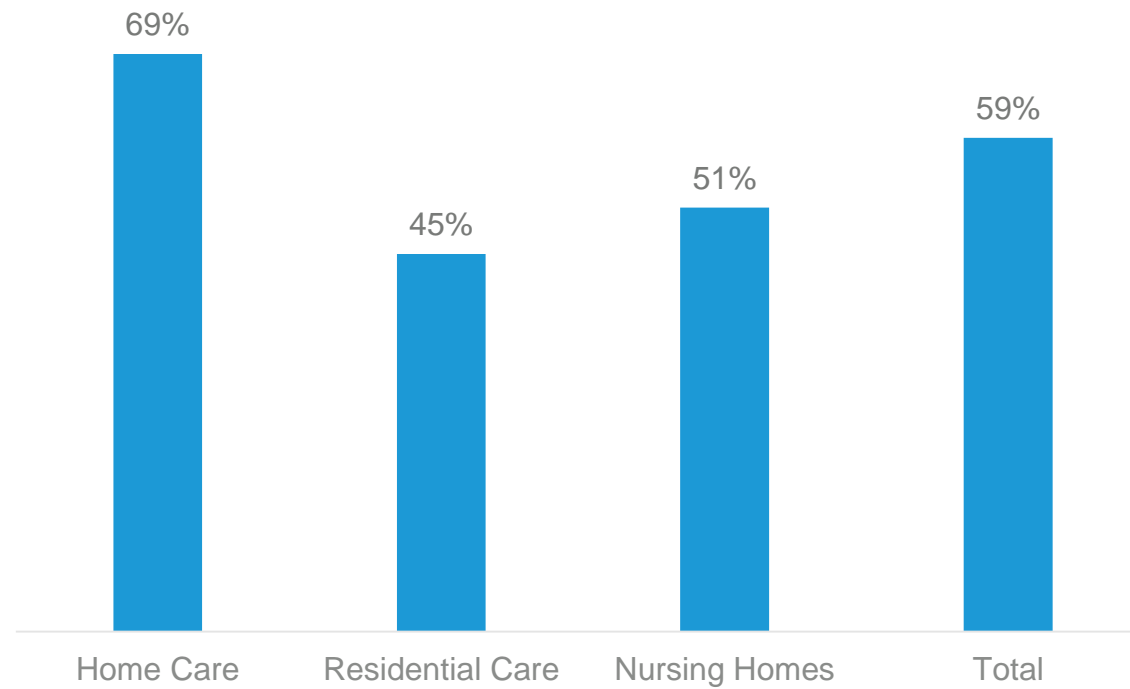
Direct care workers have a higher median hourly wage than retail workers and fast food workers.

	EMPLOYMENT	MEDIAN HOURLY WAGE
Direct Care Workers	170,490	\$11.59
Retail Workers	294,990	\$9.97
Fast Food Workers	117,860	\$8.74

What are the challenges for this workforce?



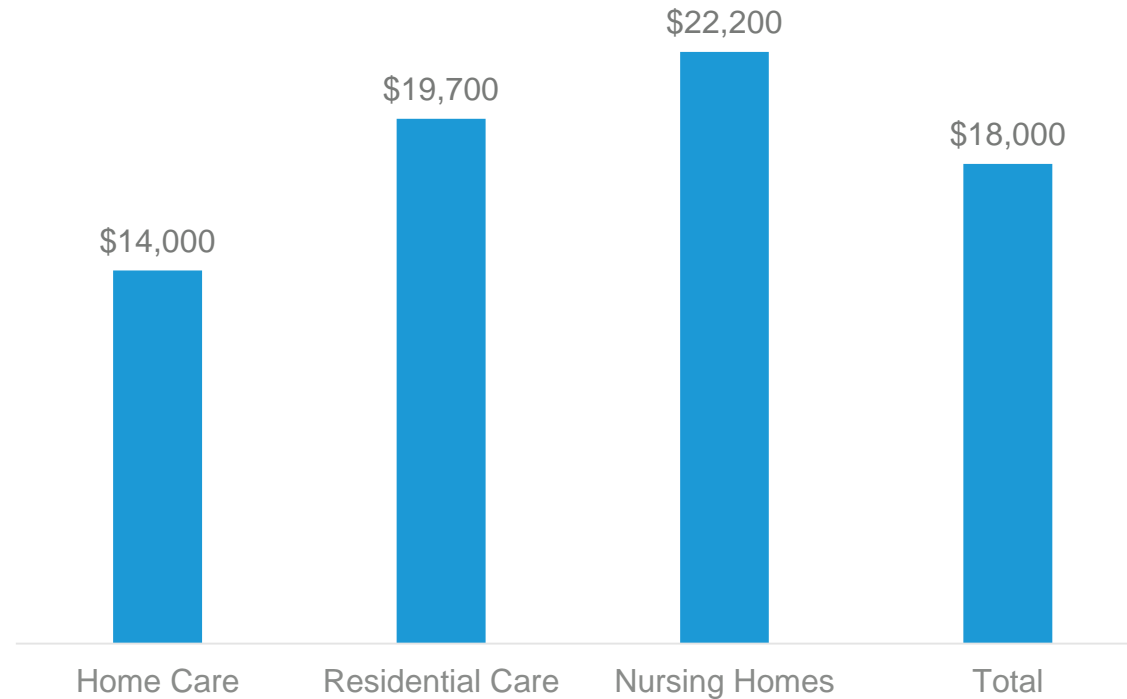
Over half of direct care workers work part-time or for part of the year.



What are the challenges for this workforce?



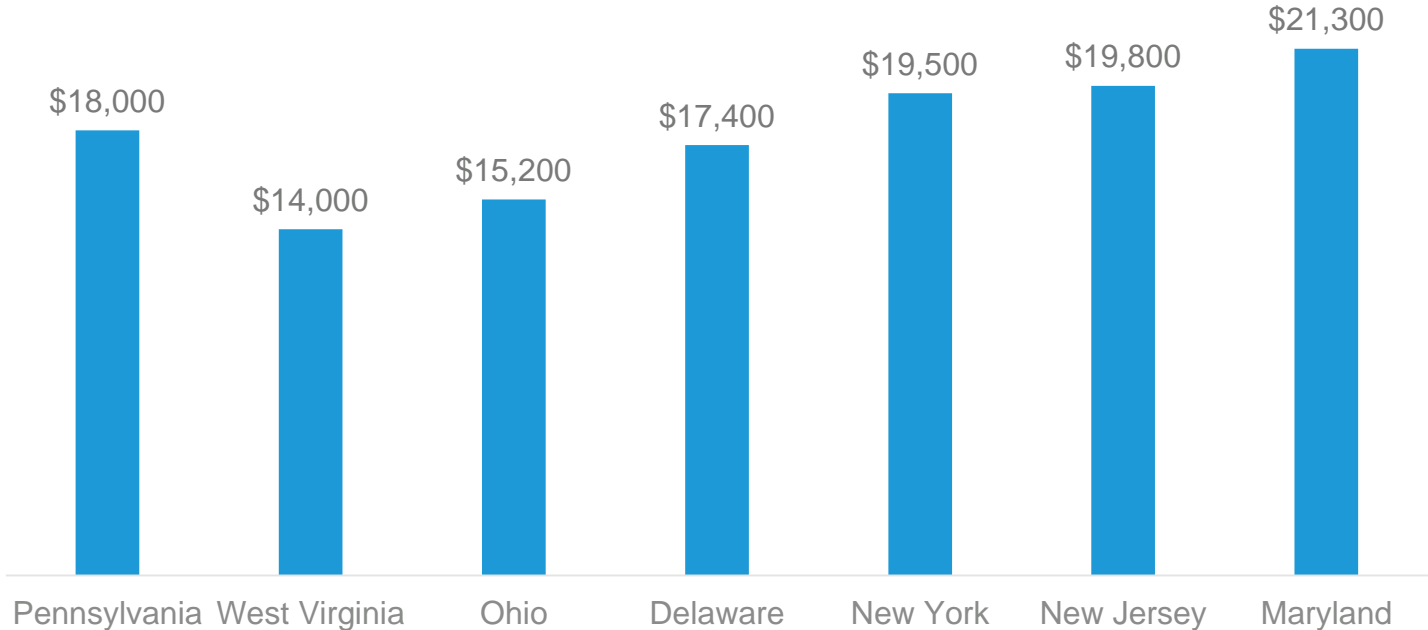
Because of low wages and inconsistent hours, direct care workers earn a median annual income of \$18,000.



What are the challenges for this workforce?



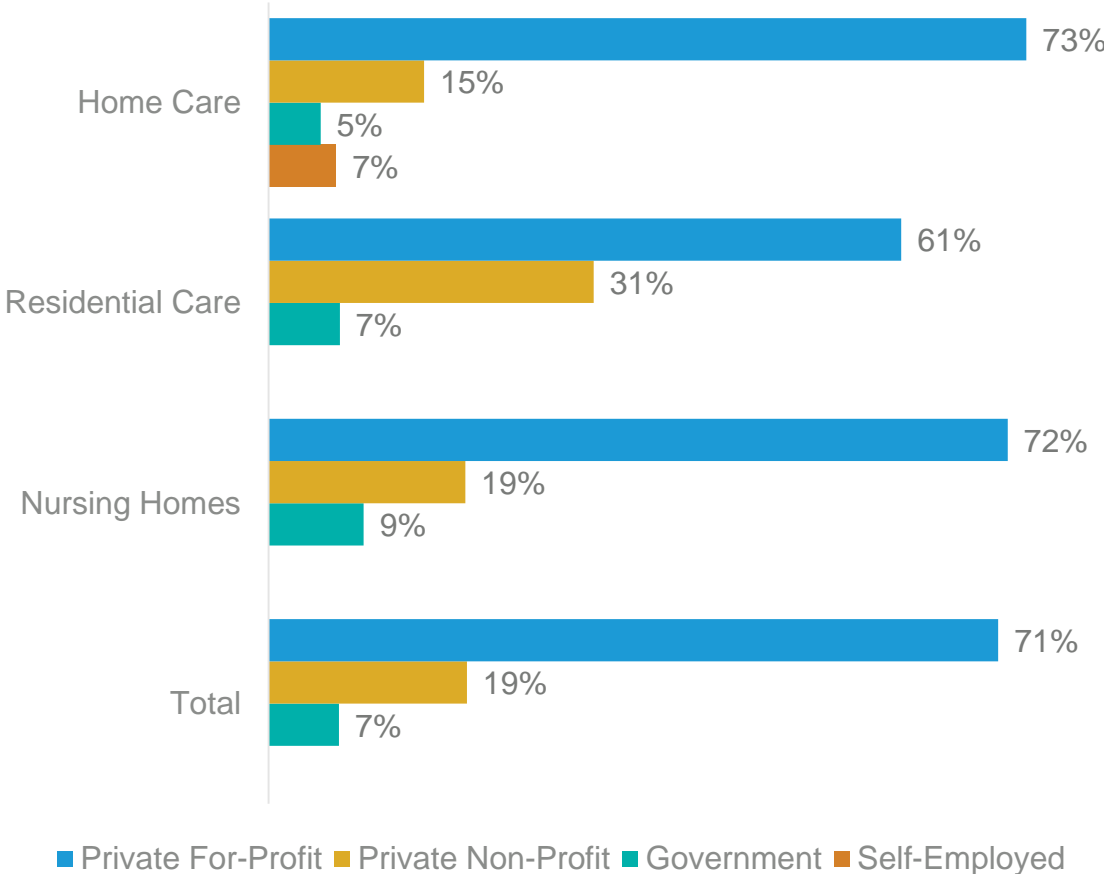
Median annual earnings are low across the region.



What are the challenges for this workforce?



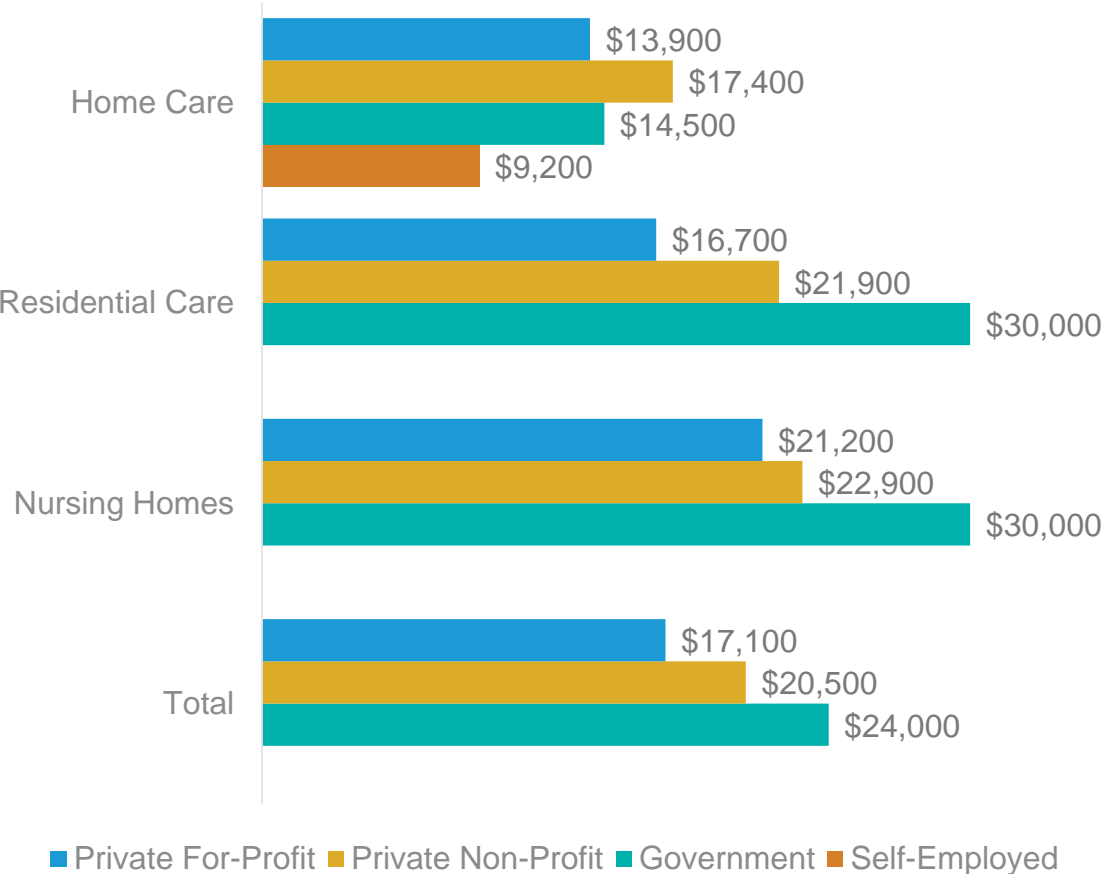
Most direct care workers are employed by for-profit organizations.



What are the challenges for this workforce?



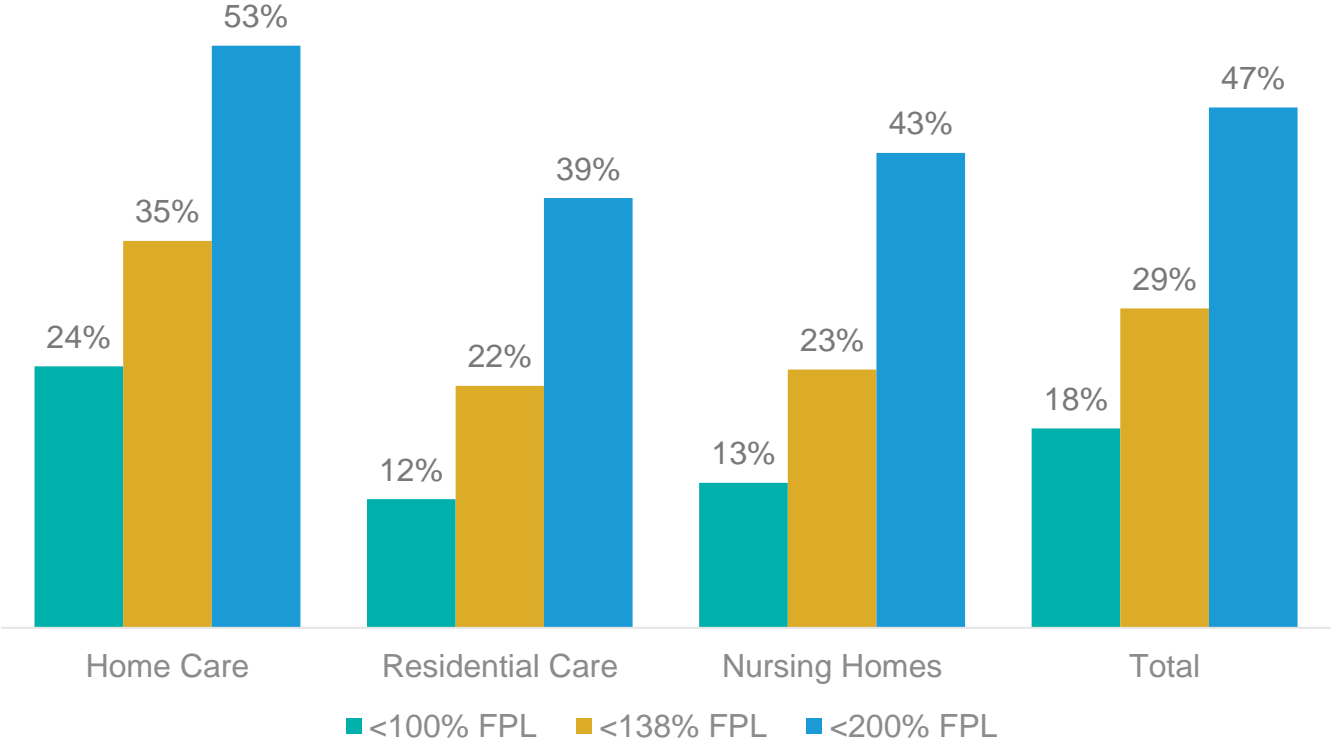
Workers who are employed by for-profit organizations tend to earn less than other workers.



What are the challenges for this workforce?



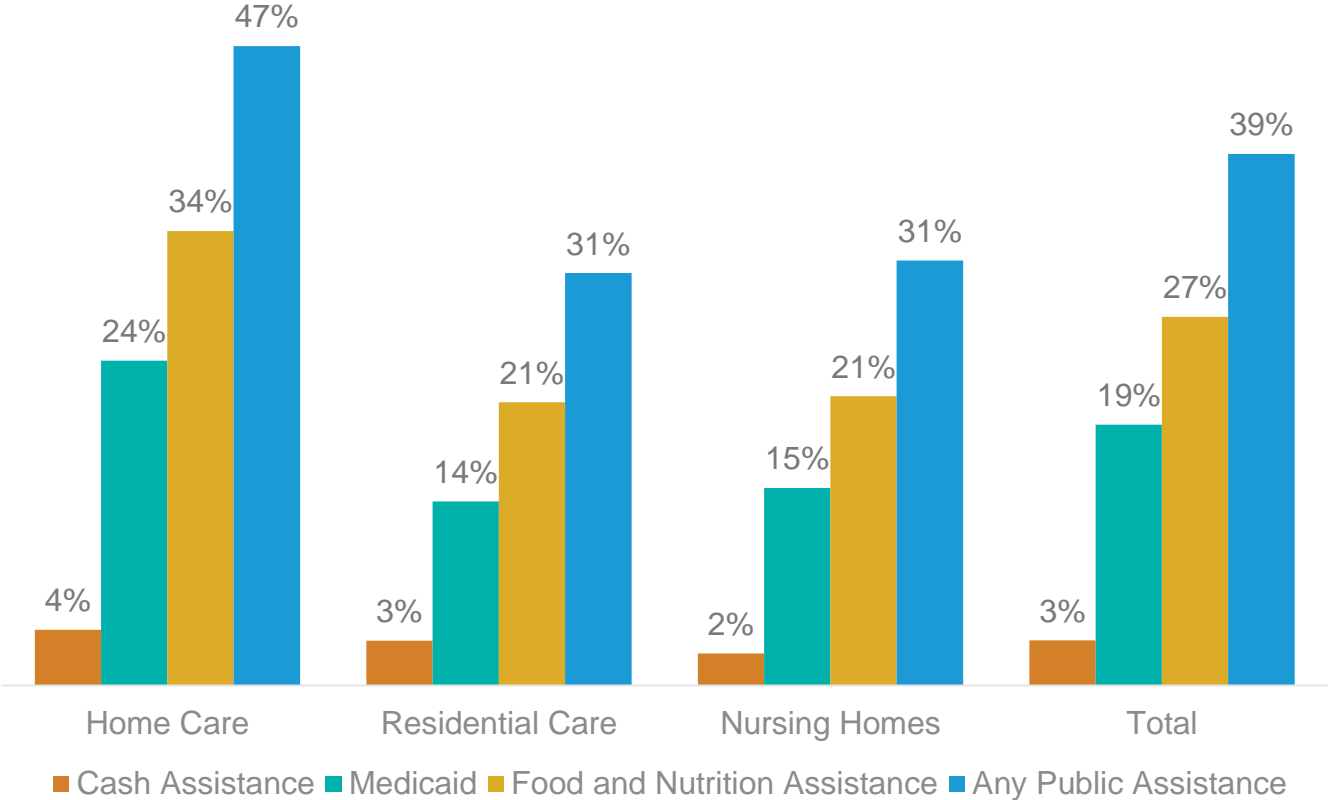
Low annual earnings result in a high poverty rate among direct care workers: one in six workers lives in poverty.



What are the challenges for this workforce?



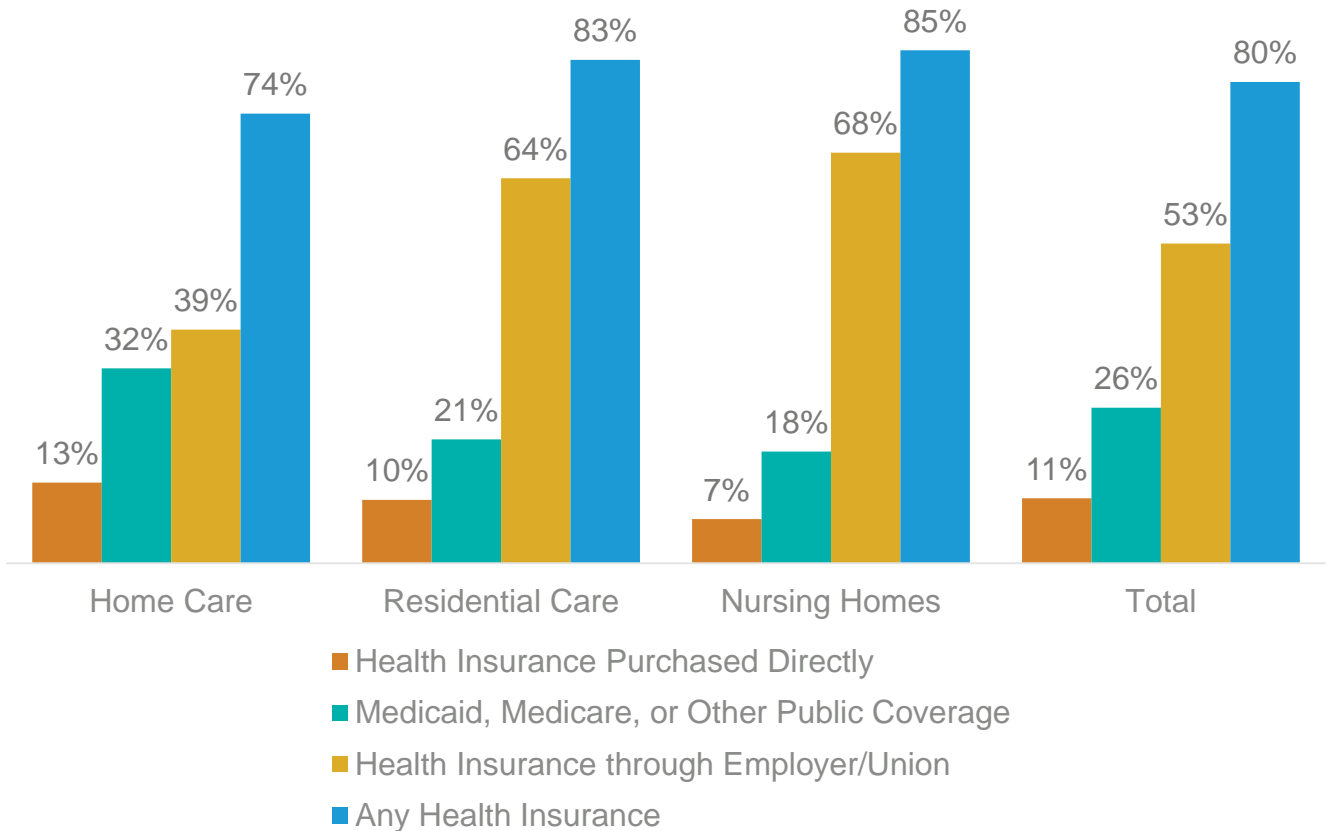
Because poverty rates are high among direct care workers, two in five rely on some form of public assistance.



What are the challenges for this workforce?



One in five direct care workers is uninsured.



What are the challenges for this workforce?

Job Quality in Pennsylvania

- Wages and Compensation
- Training
- Supervision
- Opportunities for Advancement

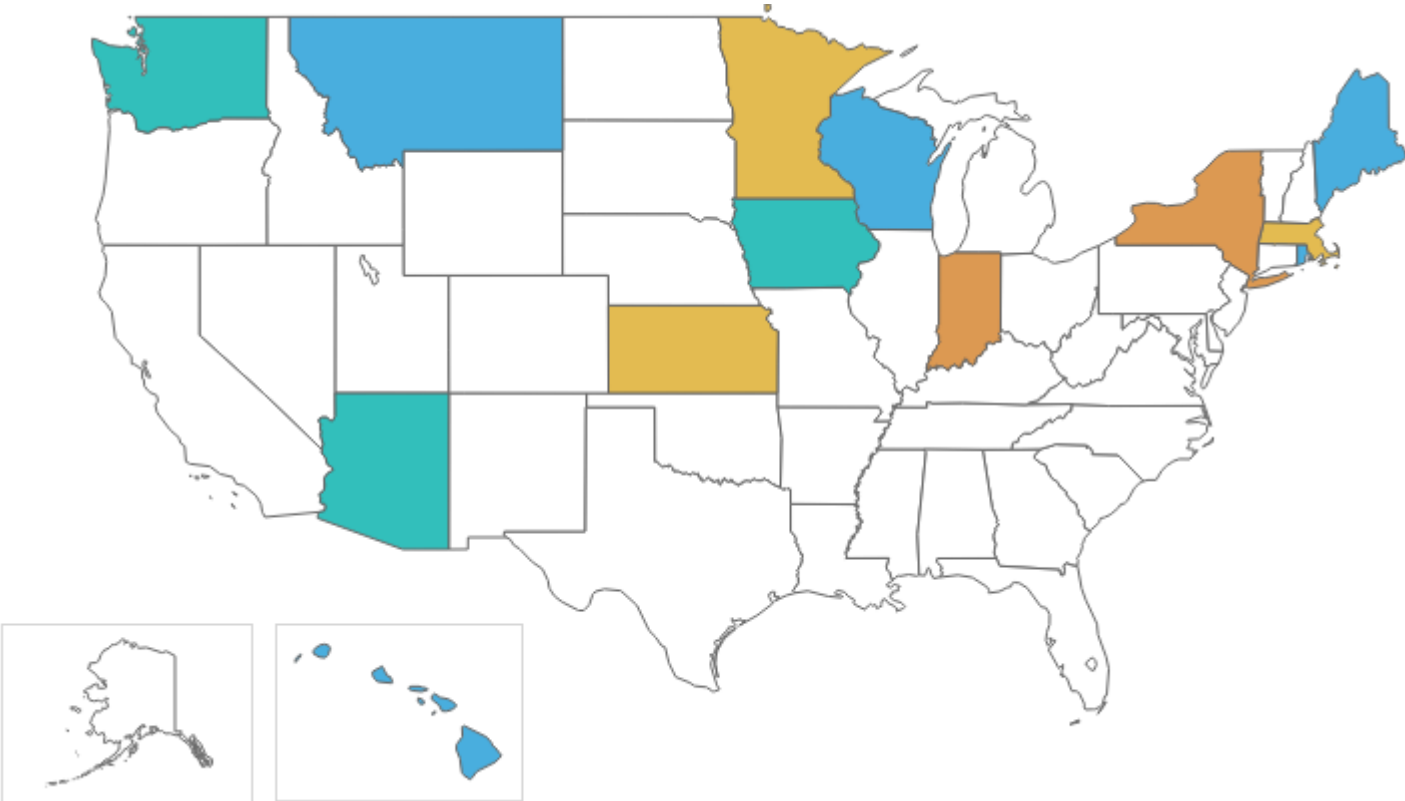


State Levers to Improve Direct Care Worker Recruitment and Retention

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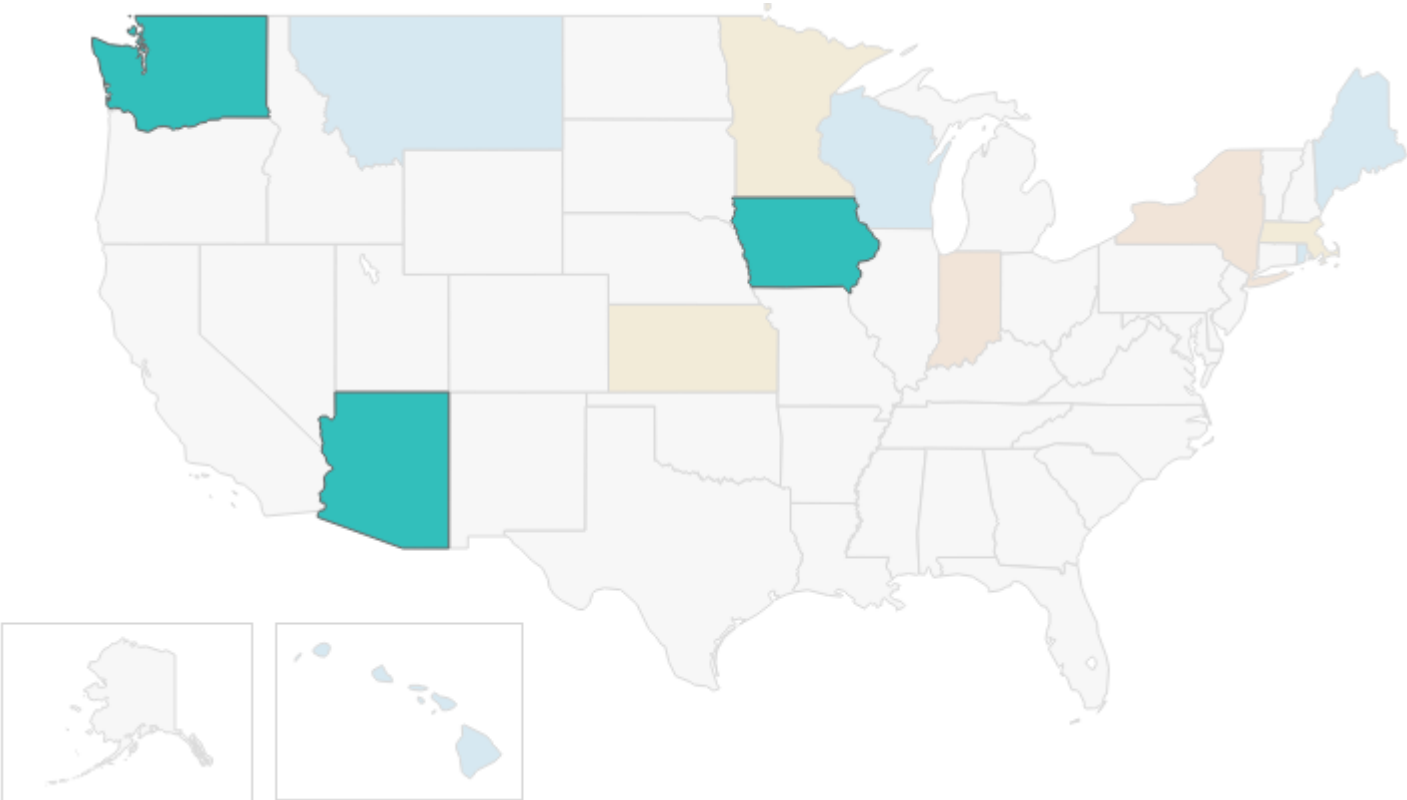
TRAINING STANDARDS
COMPENSATION
ADVANCED ROLES
REGISTRIES



State Levers to Improve Direct Care Worker Recruitment and Retention



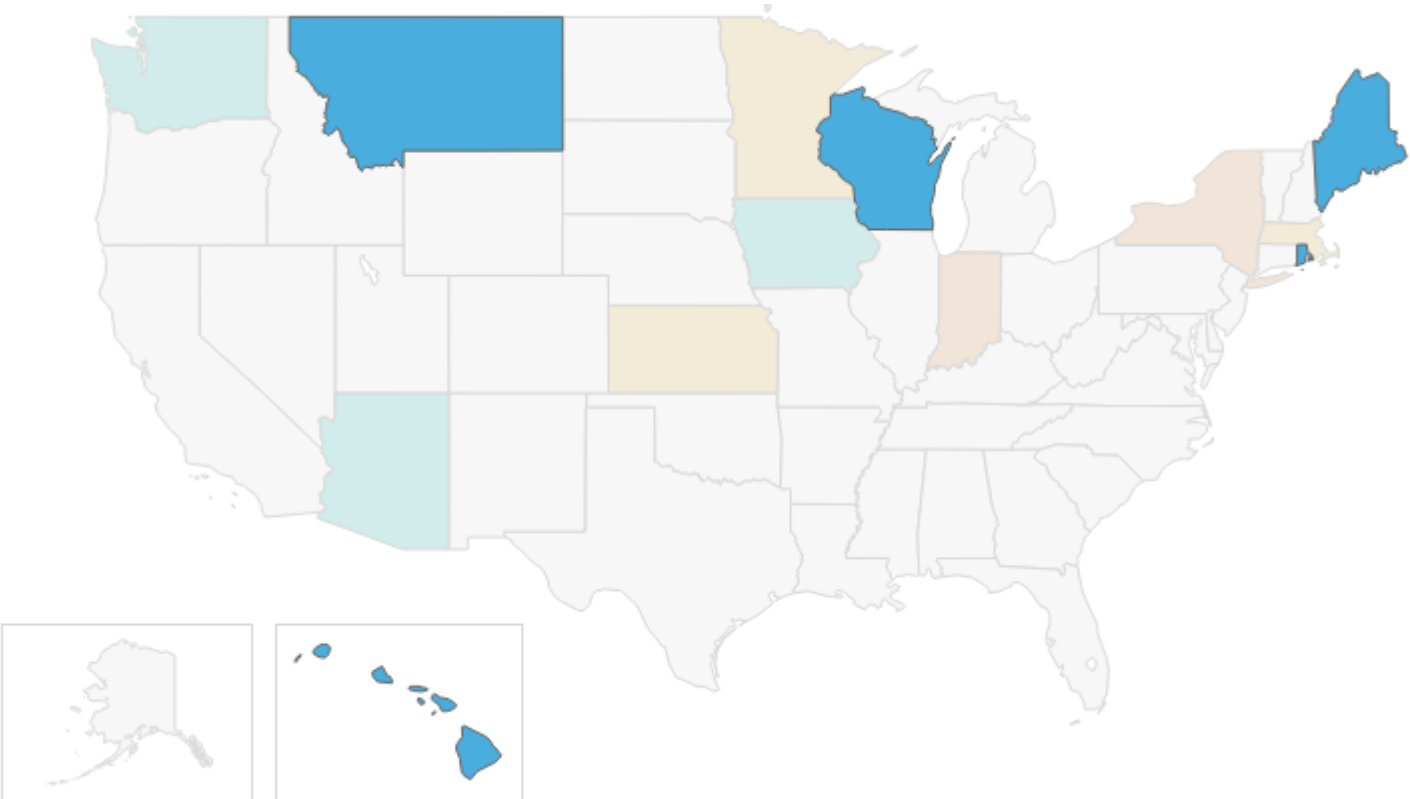
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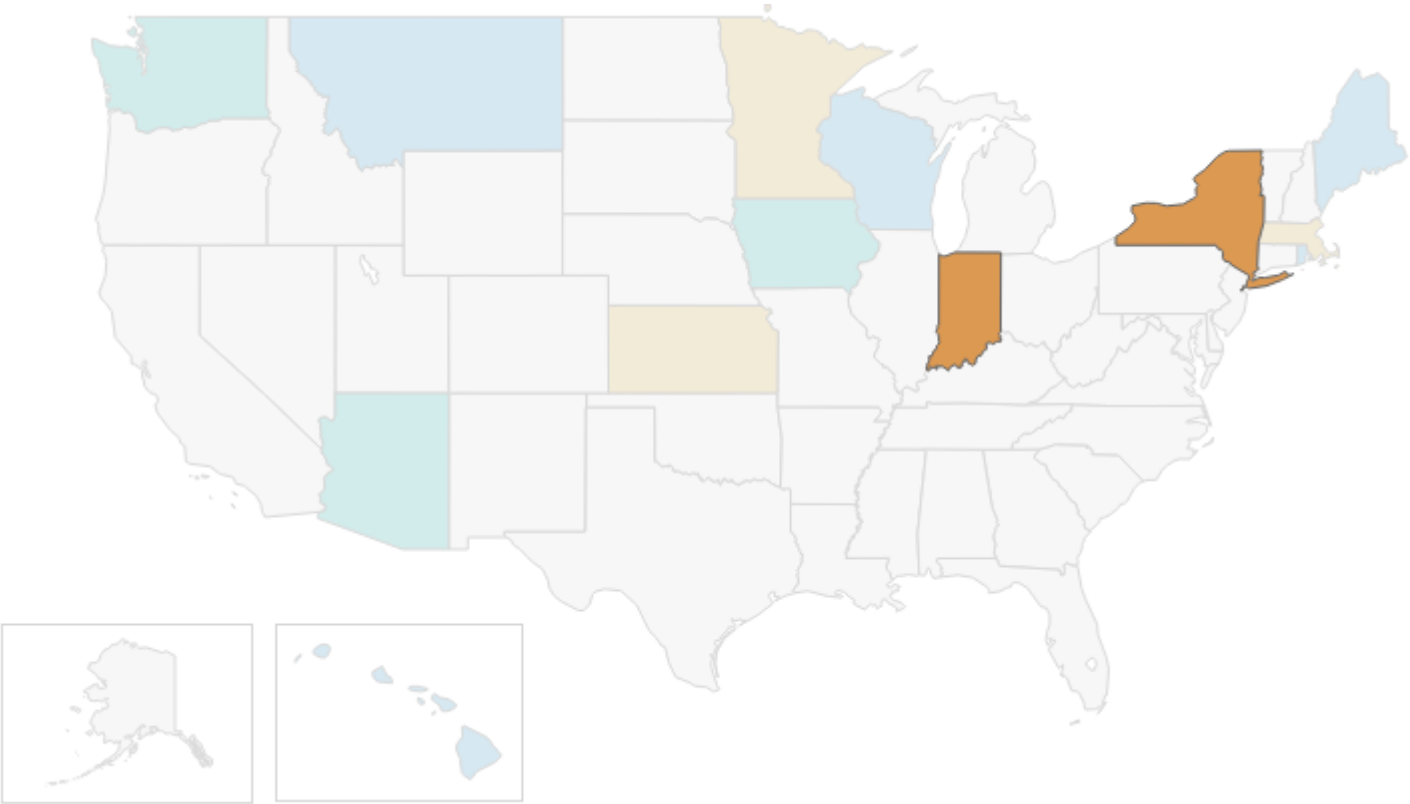
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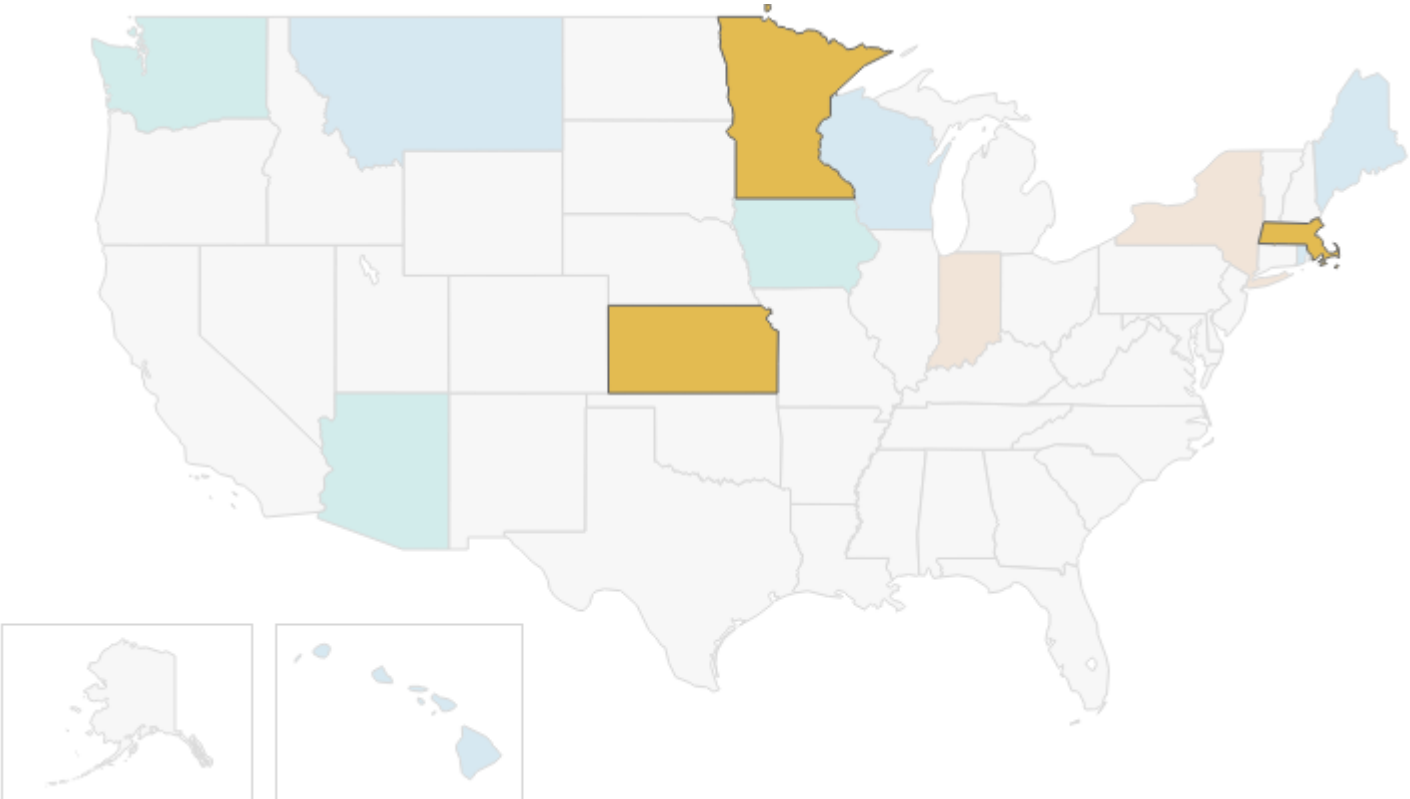
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Opportunities in Pennsylvania

- Workforce Development System
- Managed Long-Term Care
- Pennsylvania Long-Term Care Council





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