



CUSTOMER:

CareMinders Home Care
200 South Main Street
Alpharetta, GA 30009
www.careminders.com

INDUSTRY:

In-Home Health Care
Employees: Up to 500
Locations: 18

CHALLENGE:

Without a central, consistent screening system, background checks were too expensive, taking too long, and returning incomplete or confusing results

SUCCESS STORY

CareMinders Streamlines Recruiting with HireRight

When Gary Kneller was struggling with cancer and dealing with aging parents, he learned first-hand how difficult it was to find an outstanding home health care service. Discouraged, he started CareMinders Home Care, with the goal of providing care that was second to none. Five years later, CareMinders is now a franchised operation with 18 independently owned branches in 11 states.

CareMinders credits its success and rapid growth to the quality of its employees. "Our workforce fluctuates based on patient needs. One day we may have 100 employees and the next day we may have 500," says Elaine Davis Jones, Executive Vice President of Franchise Operations. "We need to be able to adapt to those rapidly changing needs and hire good-quality care providers at a moment's notice. And for that reason it's very important that we have a good solution in place to help us hire the right people."

BETTER CHECKS BEFORE HIRING

Front and center on CareMinders' home page is a description of the thorough background check done on all potential caregivers. That is why they can be so confident in their employees – made possible by HireRight, a leading background screening vendor.

"We deal with a vulnerable population," says Jones. "If we're assisting an 86-year-old woman who lives alone, it is our solemn duty to make sure that the people caring for her are of good moral character."

HireRight is unique among background checking providers in terms of Fast-forward – the turn-key screening program it offers franchised businesses – and the level of detail their reports provide. "Anybody can give you a motor vehicle report or a criminal background check," Jones explains. "With HireRight, we also get full explanations of the data, which is invaluable."

SOLUTION:

HireRight's on-demand background screening solution implemented at 18 locations in 11 states, with multi-location training for individual franchisees

RESULTS:

Cost down from \$125 to \$35 per hire. Results that once took 5 days are now returned in just 24 hours, and are thorough and easy to read



SPEED AND SAVINGS

CareMinders had previously utilized a different background check vendor. But franchisees were unhappy with high costs and lengthy turn-around times. Jones interviewed several alternative providers, getting what she calls a “sales” approach rather than a “solutions” approach. Then she found HireRight.

HireRight was not only able to meet CareMinders’ speed criteria, but also delivered phenomenal cost savings. “Turn-around is now just one day, down from five,” notes Jones. “Instead of paying \$125 per hire, our costs are now \$35. Best of all, the quality of the data is far superior. I’m very, very pleased.”

EFFECTIVE EFFICIENCY

In addition to time and cost efficiencies, Jones explains that HireRight provided a comprehensive, multi-phased background screening process for CareMinders. “A lot of people in the industry do criminal background checks, but we are the only ones using the background screening process to this extent. HireRight is at the heart of that.”

HireRight’s comprehensive screening has an added bonus for CareMinders – screening out problem applicants before they even apply. When a potential applicant inquires about employment, the extent of CareMinders’ background screening process is thoroughly explained to them. This occasionally prompts the applicant to reconsider applying, saving CareMinders even more time and money.

MARVELOUS MEMORIES

CareMinders understands that although they provide healthcare, they are really in the service industry. “The only true artifact of a service encounter happens to be the memory left in a client’s mind,” says Jones. “Unlike some of our competitors, the memories that our patients have are good ones. If I go back into our process to understand why we’re getting wonderful accolades from customers and patients, it’s because of the good employees that we send into people’s homes. And I can’t put good people into homes if I don’t have a way of screening out the bad guys.”

“That’s why a superior background service provider is so important,” Jones adds. “If I see a red flag anywhere during the hiring process, I refuse to take that chance and I don’t hire that prospect. HireRight gives me the capabilities to make much wiser selections. It also helps me make sure that no bad guys come into my company.”

IMPROVING THE INDUSTRY – ONE HIRE AT A TIME

When asked what advice she has for similar businesses, Jones says, “Due diligence in the form of new hire screening is an absolute necessity. Every time the media reports an abuse, we all suffer. Quite frankly, I don’t understand how some people can do just the bare minimum of research when doing the maximum is so simple and cost-effective. Everyone in our industry should clean up their act and do what’s right – namely, standardizing on quality background checks like those provided by HireRight. I have every intention of continuing our relationship with HireRight.”

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