

## Healthcare Provider Deploys Berke to Drive a 63.6% Decrease in Turnover

Industry:  
Healthcare

### The Challenge

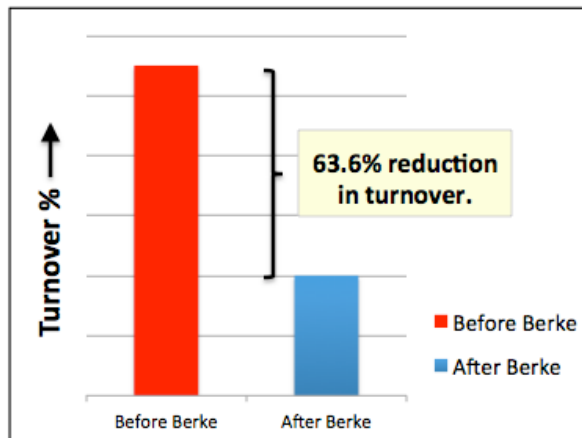
An in-home healthcare provider needed a way to reduce turnover of its direct care professionals. These employees provide support to individuals with developmental disabilities. Services provided include helping with daily living activities, providing emotional support, and delivering medical assistance. Attrition for this position had been averaging over 80% during the first 6 months of employment. Many new hires simply stopped showing up to work within the first three months of employment. The challenge was to reduce attrition while simultaneously increasing the level of maturity and professionalism of each employee.

### The Berke Solution

To help this health care provider select higher quality employees, Berke analyzed the behavioral and cognitive characteristics of the current workforce. The Berke team created a custom Job Profile that defined the unique traits shared by top performers. The Job Profile also defined the traits that differentiated top performing employees from all other employees. All candidates were then compared to this Job Profile and a match score was created.

### Results

Data for 184 employees were analyzed and interviews with management were conducted. Metrics collected included hire/termination data as well as qualitative performance data. Results were clear. After implementing Berke **turnover was 63.6% lower** than turnover before Berke was implemented. An analysis of qualitative data was also clear. After Berke, employees were consistently described as more mature, professional, and dependable.



### Bottom Line

After implementing Berke to screen candidates, this health care provider dramatically decreased turnover. This helped the company improve quality of care, reduce recruiting/training costs, and decrease overtime costs. Equally important this company was able to build a reserve pool of quality candidates that could be called upon when needed.