eBook

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5 TOP CHALLENGES:

For the long-term care industry



Aging Boomers Drive Surge in Long-Term Care Challenges

By 2024, an estimated 17.7% of the U.S. population—nearly 59 million people—is 65 or older. As a result, many of the 73 million baby boomers require some form of medical assistance. This surge in demand is forcing organizations to rethink their strategies to control costs, manage their workforce, and maintain high-quality care.

On top of rising service demand, long-term care providers face escalating costs, high turnover rates, evolving government regulations, ACA compliance, worker classification disputes, and PBJ reporting requirements.



High demand + high costs

As a result of high demand, the cost of equipment, pharmaceuticals, and staff are also on the rise. The rising costs are forcing organizations to operate differently, yet still deliver on the promises of providing high quality services. In addition, replacing lost employees, hiring the wrong people, and falling short on government requirements are adding up.

Investing in reliable and affordable tools that can help your organization handle its people and back office tasks is a strategic method that many organizations are beginning to take. Although the initial cost may seem daunting at first, the ROI and benefits that come from implementing technology to assist with keeping your entire workforce compliant are immense.

Top challenges for 2025:



Recruiting & retaining staff

Executives, managers, and employees have immediate access to the critical data they need to make decisions, track performance, and retrieve benefit information.



Regulations and mandates

Simplify payroll processing with information that automatically flows throughout the entire system into a secure payroll process, minimizing the risk of error and reducing time spent



Handling the ACA

Efficiently manage labor records, control labor costs, and engage employees as you capture employee time and simply process payroll within the single system.



PBJ reporting requirements

Managers gain comprehensive information to manage benefit packages and employee elections. Employees can participate in a 100% paperless, online open enrollment experience and easily



TALENT MANAGEMENT

Attract, retain, and engage a diverse workforce. Managers are empowered with the tools they need to boost employee satisfaction and build a championship team.

Long-term care plan for success

In fear of undertreating clients, many organizations have put in place technology that screens job candidates and their credentials from the start of the recruiting process. Licenses, certifications, education, and other required qualifications are stored in the employee profile and regularly managed to make sure all staff are in compliance.

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Recruiting and retaining qualified staff



Your people are your organization's most valuable asset. Not only do you rely on these professionals, but so do your clients. Providing your people with the best employee experience, benefits, and culture are just a few ways in which you can overcome the battle of the high industry turnover.

Your people are the ones on the front line that develop relationships with clients and provide care to those in times of need. It's vital that your people are properly licensed and credentialed when providing care. Unlicensed professionals can result in hefty fines, funding clawback, lawsuits, and an overall poor reputation and mistrust between you and your clients.

Long-term care plan for success

Keeping an entire organization in compliance with all new and existing government laws is a full time job in itself.

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2 Government Requirements & Mandates



Government requirements and mandates like the Medicare Access and CHIP Reauthorization Act of 2015 and Medicare Advantage are changing the way organizations manage their finances to maintain compliance.

Keeping an entire organization in compliance with all new and existing government laws is a full time job in itself. Without a dedicated professional in place to consistently research the ins and outs of every law, your organization is running the risk of falling out of compliance and paying some major fines.

Although it's important to stay informed on laws affecting your organization, leveraging technology that automatically accounts for compliance laws and also helps track finances is proving to be a worthy investment. Technology with drill-down, robust reporting provides leaders with insight to help make informed financial decisions while still complying with the laws.

Long-term care plan for success

Stay ahead of ACA compliance challenges with the right strategy and tools.

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Handling The ACA



The Affordable Care Act (ACA) remains a critical compliance factor in 2024. Low reimbursement rates continue to strain the long-term care industry, leading to workforce shortages as skilled professionals exit the field.

In addition to financial pressures, ACA compliance requires ongoing administrative efforts, including employee eligibility tracking, compliance testing, and 1094/1095 reporting. To ease the burden, many organizations rely on ACA management software and services to automate tracking, reporting, and regulatory updates, ensuring compliance while improving efficiency.

Long-term care plan for success

Simplify PBJ reporting by ensuring accurate tracking and compliance.

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PBJ Reporting Requirements

Payroll-Based Journal Requirement has been put in place as a method for the Centers for Medicaid & Medicare Services (CMS) to collect regular data to ensure that long-term care facilities are maintaining the appropriate level of staffing in order to provide high quality care.

Total direct hours worked, employee hire and termination date, and facility census are the three main data points that need to be electronically submitted. This information is used to create a standard throughout the industry by reporting on the level of staff, employee tenure, retention, and turnover.

An organization that fails to submit or submits inaccurate Payroll-Based Journal staffing information will face costly consequences, fines, and other penalties from the CMS. In addition, submitting inaccurate data or data that does not meet industry standards is a way to make organizations aware of the possibility of undertreating clients.

Organizations are leveraging solutions that track and maintain accurate labor levels as a way to gather complete employee staffing data to comply with the PBJ reporting requirements. Investing in a Time and Labor solution that is fully integrated with HR, Payroll, and Benefits is another step organizations are taking to streamline processes,

Long-term care plan for success

Your transformation to digital HR will predominantly focus on the following important business outcomes.

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5 Missclassification of Employees

There are various ways to classify your people. Particularly for long-term care providers, there tends to be a lot of independent contracted workers hired to provide specialty services. However, these independent contractors are not eligible to receive an organization's benefits.

Misclassifying and not providing your people with the right benefits doesn't only hinder employee engagement and culture, but it can also result in massive fines. Laws and regulations such as the DOL Misclassification Initiative is just one way that the DOL and IRS work together to reduce the tax gap and improve compliance with federal labor laws.

In addition to misclassifying your people, you may also have people switching between jobs which means you need to keep track of various job codes and different pay rates. Using technology that tracks shift differentials ensures that your people are being paid fairly and in compliance with labor laws.

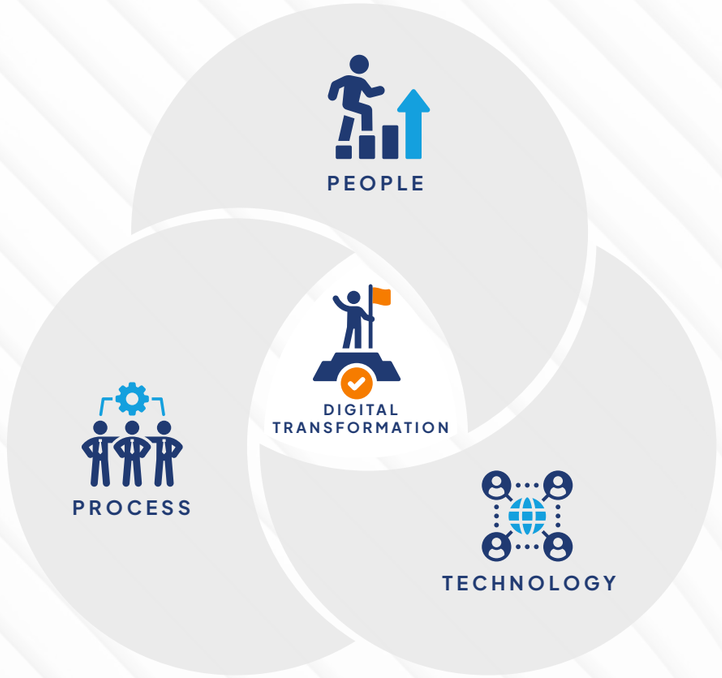
The secret to success is a HR digital transformation

With an effective digital transformation of your HR function, both the routine and complicated work are automated, which leaves scarce and expensive people power to focus on the high value creative and complex work while having the added benefit of making work more exciting, rewarding, and engaging.

A particularly important part of your transformation is connecting the company's Employee Experience with a mindset to create a "best place to work" environment. Not to be forgotten is the optimization of the digital experience for all key users of HR data consumers—HR, finance, managers, and supervisory stakeholders should all be considered.

For smaller organizations, your size can be your greatest advantage. Your crisp and prompt digital transformation of HR can happen much sooner than larger and slower-to-move competitors creating a significant and durable competitive advantage over bigger competitors. Imagine easily attracting and retaining the best talent, creating more productivity and profits, with every decision underpinned with supporting data, and laser alignment to your North Star business strategy. It won't happen overnight, but it's a worthwhile journey.

The sooner you get started, the sooner the positive impacts and results will follow.



People, the backbone of success: Investing in talent acquisition, development, and retention is crucial for organizational excellence.

Streamlined processes drive productivity: Efficient workflows and continuous improvement ensure consistent and effective performance.

Tech alone isn't enough; right people matter: Success depends on having skilled individuals who can leverage technology effectively for meaningful transformation.

How can PeopleGuru™ make your transformation more effective?

Only PeopleGuru™ offers the three elements needed to make your organization successful. We deliver the right People, Process, and HR Technology to craft and execute on a digital transformation plan that accounts for each of your industry's dynamics, operating model, strategic goals, and most importantly a plan that is 100% data-driven with focused measure outcomes.



PEOPLE



PROCESS



TECHNOLOGY





FROM STRESSED-OUT

To success.

Once human resources are digitally transformed, data will drive good decisions and deliver measurable business improvement eliminating guesswork and unreliable results. Data measures inspire conviction to continue transforming. Removing guesswork in favor of factual data points feeding relevant KPIs guiding the enterprise forward to durable and impactful transformation.

With your workforce doing its best work and an empowered culture firmly in place you will enjoy a remarkable competitive advantage. Digital transformation once completed, should result in a realignment of HR, benefits, payroll, talent management technology, business models, and processes that drive value for customers and a better work experience for employees.

This is an essential strategy for competing in an ever-changing digital economy more effectively. There are many other advantages to modernizing your human resource functions, such as improved retention, better productivity, and more reliably consistent business outcomes.

Your workforce will be happier with regular communications. Workers that know when they are succeeding and when they need improvement are treated more fairly and given a fighting chance to change for the better. Modern HR thought leaders are all about transparency because shining daylight on individual, team, and organizational performance objectives always produces better results.

You will have all the tools to succeed in digital transformation or human resources. PeopleGuru™ 's experienced gurus and our proprietary framework will guide your organization toward the path to great success.

- Rich Cangemi
CEO

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