

SAP Litmos 

**Parent
Healthcare
Helpers Uses
SAP Litmos
LMS
and Reduces
Turnover
Costs
by 17.5%**

SPEC Case Study





The Client

Parent Healthcare Helpers



Healthcare



Global

Parent Healthcare Helpers (PHH) is an Elder Care Franchise with 2,400 partners throughout North America, Asia, and Europe that provides caregiver services in-home and at independent living facilities.

Navigating COVID-19 without a strong LMS caused an above-industry turnover rate

When COVID-19 hit, Parent Healthcare Helpers was using an LMS with limited capabilities. They couldn't educate their teams quickly or communicate with them in real-time. The pandemic made their caregivers feel cut off, the number of shift no-shows started increasing.

There was a rising pattern in their no-show rates. The caregiving industry has a high turnover rate (65.2%); PHH's turnover rate was 73.8% - *and climbing*. The cost of replacing a caregiver is \$2,600. This turn of events impacted their entire organization they had to act quickly to:



Find a training system that their franchises could implement immediately "out of the box" and **customize to comply** with each jurisdiction.



Address the caregivers' need for **communication, training, and support**.



Allow the franchisor to **manage the LMS from a central location**.



"Thanks to SAP Litmos' customizable LMS, we are leading the pack in caregiver retention. Some of our franchises have had a zero-turnover rate in the past six months - it's unprecedented."

Helen Baxter,
Franchisor, Parent
Healthcare Helpers

"SAP Litmos isn't just a training tool; it's a powerful communication device."

Lorenzo Rizzo, Franchise Owner,
Matera, Italy



An LMS training system designed for immediate integration



Parent Healthcare Helpers has franchises in 15 countries with different accounting and health laws. PHH needed an LMS that could be quickly implemented and sophisticated enough that each franchise could comply with its local laws.

SAP Litmos has a library of ready-made training, healthcare, and compliance videos available in 35 languages. The PHH organization has immediate access to basic training and a flexible system that allows each franchise to customize training programs for their region.

Communication, training, and support for thousands of caregivers worldwide



When the pandemic began, PHH's learning platform could not address their caregivers promptly, which caused caregivers to quit out of fear and frustration. PHH had to keep up with the weekly onboarding of new caregivers who needed training and support.

Litmos LMS provides Zoom integration allowing each franchise to create web conferences and live instructor-led modules. Their caregivers are engaged in the online training; their feedback inspires new training segments.

They get timely responses to chats, weekly newsletters, and quarterly town hall meetings. No caregiver is left behind with the 24/7 chat service, "The Mobile Mentor," which allows private duty caregivers to get immediate answers from their managers or experienced caregivers.

The gamification training allowed employees to earn certifications, achievements, badges, and points that can be used in their virtual rewards store. Some training modules enable employees to compete (and be recognized) throughout the Parent Healthcare Helpers franchise.

SAP Litmos provided Parent Healthcare Helpers with a system that allowed worldwide lateral communication – they could address concerns and distribute information at the corporate level.

Track training from a central location with a cloud-based LMS



In the past, PHH shared safety, compliance, and training info through automated emails stored on a centralized server at their corporate office. The process was cumbersome, and there was a potential that information could be lost.

Litmos LMS is a secure, cloud-based system that tracks web-based and instructor-led courses. Their corporate office can track all training from a central location, in real-time, and ensure the organization is compliant with federal laws.

SAP Litmos LMS helped Parent Healthcare decrease lost revenue

SAP Litmos was a win for Parent Healthcare Helpers. A new franchise can have an LMS in place in minutes. The caregivers feel like valued partners, receive training, provide feedback and get immediate responses to questions.

The LMS decreased no-shows and reduced revenue loss. It has drastically lowered Parent Healthcare Helpers' turnover rate. They are on track to decrease turnover costs by 17.5% this year.

“Three percent of our franchises had zero turnover in the past six months – this is a novel concept for our industry.”

Jennifer Pine,
Director of Operations,
Parent Healthcare Helpers



SAP Litmos

Custom eLearning solutions for extended enterprises. Give our LMS a [test run for two weeks risk-free](#) (no credit card needed). See if SAP Litmos is a good fit for your organization.

Denise Hubbard designed and wrote this spec case study. If you would like to collaborate on your next project, contact her at denise@writersimpact.com or learn more at www.writersimpact.com.