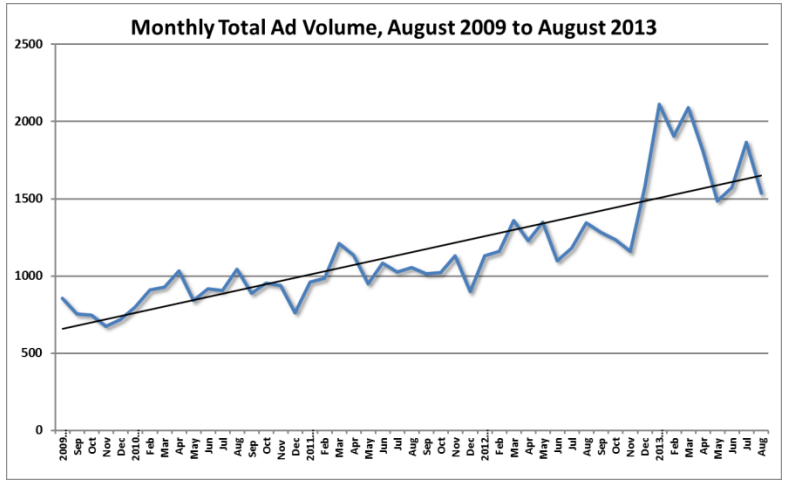


CUNY CAREERPATH

REAL-TIME REPORT & SAMPLE JOB ADS

Home Health Aide

SEPTEMBER 2013



Ad Volume. Since April four years ago, an average of 1,154 unduplicated job ads has been posted per month for home health aides. Demand was at its highest in January 2013 and was weakest in November 2009. Demand has been substantially higher in 2013 than in previous years and shows a strong positive trend throughout the four-year period.

NOTE: The remaining narrative and tables in this report contain the results of a search of online ads over the past three months, from June 16, 2013, to September 13, 2013.

Other titles. There were no other titles in job ads other than *home health aide* or a close variation (e.g., HHA, certified home health aide).

Job Location. A majority of the postings from employers in the metro area were in New Jersey, some of them in easy commuting distance (e.g., Jersey City and Newark). Of the 1,657 ads for jobs in New York State, 50 percent were in New York City (including Brooklyn and Jamaica); the remainder were on Long Island and in Westchester. There are plenty of New York City openings being advertised; however, job developers should be aware that opportunities exist outside of the City and within commuting distance.

Hiring Difficulty. Wanted Analytics scores occupations according to a “hiring scale,” which takes into account the number of current workers in the occupation, the number of employers hiring, local unemployment rates, and pay that is offered, among other factors. According to this scale, home health aides are *very easy* for employers to recruit and hire. The average posting period is 45 days.

Wages. Of the ads specifying salary ranges, a majority offered between \$20,750 and \$25,350 per year.

City	Volume
New Jersey	2,991
Somerset	430
Hackensack	280
Newark	188
Toms River	110
Freehold	102
Union	90
Jersey City	83
Morristown	77
Elizabeth	74
Middlesex	72
New York	1,657
New York	642
Brooklyn	174
Melville	173
Mineola	106
Riverhead	73
Westchester	20
Hempstead	16
Great Neck	14
White Plains	13
Jamaica	12
Pennsylvania	2
Matamoras	1
Milford	1
Total (3)	4,650

Industry	Volume
Health Care and Social Assistance	266
Home Health Care Services	166
Nursing Care Facilities	28
All Other Miscellaneous Ambulatory Health Care Services	18
General Medical and Surgical Hospitals	14
Continuing Care Retirement Communities	8
Other Residential Care Facilities	6
Other Individual and Family Services	5
Offices of All Other Miscellaneous Health Practitioners	5
Homes for the Elderly	5
Services for the Elderly and Persons with Disabilities	4
Administrative and Support and Waste Management and Remediation Services	37
Temporary Help Services	18
Employment Placement Agencies	13
All Other Business Support Services	2
All Other Support Services	2
Professional Employer Organizations	1
Executive Search Services	1
Unclassified & Other	4,347
Total	4,650

Skills, Tools, and Technologies. The most mentioned skills, tools and technologies were bilingualism (mostly Spanish), bedpans, and catheters.

Certifications. The most frequently mentioned credentials include HHA, personal care attendant (PCA), certified registered nurse (RN), certified in nursing administration (CNA), and cardiopulmonary resuscitation (CPR).

Industry. Home health care services had the largest number of ads followed by nursing care facilities and temporary help services. Based on the number of employment and temp agencies, career counselors should be aware that employment intermediaries are an alternate point of entry into the workforce for new home health aides.

Online advertisers. The websites with the most ads for home health aides were craigslist, backpage, Beyond.com, CareerBuilder, and Regional Help Wanted. Career counselors and jobseekers should add these sites to their list of resources if they do not already consult them.

Employers. Lists of the top advertising employers this quarter and the previous quarter appear on the next page. In both quarters, Bayada was by far the top advertising employer, followed by Care.com (an online matching service). In the current quarter, the next most ads were posted by Home Instead, X-Treme Care, LLC, Able Health Care, Maxim Home Healthcare, and Bon Secours. These findings suggest that placement opportunities for home health aides are still the most plentiful in large home health care agencies.



PREVIOUS

Advertiser	Volume
Bayada	210
Care.com	39
Interim Healthcare	29
Maxim Home Healthcare	16
Community Care	15
Vitas	15
Synergy HomeCare	12
CareLink Home Care Agency	11
myCNAjobs.com	8
PSA Healthcare	7
Heart to Heart Home Care	7
Patient CARE	6
Rcm Technologies, Inc.	5
Progressive Home Health Service	5
Caring People Home Care	5
Execu Search	5
Right at Home, Inc	5
ZipRecruiter	5
Sittercity	5
All Care	5
Homewatch Caregivers	4
Bristal Assisted Living	4
Barnabas Health Home Health and Hospice	4
Home Health and Hospice Care Inc	4
JFE Adv-Attending Home Care	4
Senior Helpers	4
Total	5,474

CURRENT

Advertiser	Volume
Bayada	105
Care.com	61
Home Instead	18
X-Treme Care, LLC	16
Able Health Care	13
Maxim Home Healthcare	11
Bon Secours	11
Interim Healthcare	10
Unlimited Care Inc.	10
Axion LLC	9
Care Alternatives	8
Amedisys Inc.	7
e-academy, Inc.	7
Heart to Heart Home Care	7
SeniorBridge	6
BrightStar Care	5
Home Health and Hospice Care Inc	5
CareOne	4
Bristal Assisted Living	4
Sunrise Senior Living, Inc.	4
vitas	4
Quality Healthcare	4
Premier Home Health Care Services, Inc.	4
Momentum Resource Solutions	4
Attending Home Care	4
Total	3,575



SELECTED JOB ADS

Hero Bilingual English Spanish Home Health Aide (Bayada)

General Info

Employer: Bayada
Location: New York, New York
Occupation: Home Health Aides
WANTED ID: 348718680
First Posted: 2 Days Ago
Last seen: Today

Additional Info

Salary: \$22,000
Job Type: Part-Time
Diversity friendly: Unknown

Contact Info

Name: Jacquelynn Mack
Address: New York, NY
Phone: (212)743-0279

Description

If you're looking for a home care nursing agency that considers its employees to be their greatest asset then call BAYADA Home Health Care! Perhaps a career as a certified home health aide is for you. Our clients are waiting to welcome you to their homes. All of our home health aides are responsible for personal care, ADL assistance, companionship, and light housekeeping. However, BAYADA must be able to verify at least one full year of professional work experience in any field to be considered. Do you like to help people? Join a team that really treats home health aides with respect. We look forward to hearing from you! Must be proficient in English and Spanish to apply. Founded in 1975 by J. Mark Baiada, BAYADA Home Health Care provides nursing, rehabilitative, therapeutic, hospice, and assistive care services to children, adults, and seniors in the comfort of their homes. Headquartered in suburban Philadelphia, BAYADA employs more than 18,000 nurses, home health aides, therapists, medical social workers, and other home health care professionals who serve their communities in 25 states from more than 250 offices. For more information, visit www.bayada.com. We are an equal opportunity employer (EOE). RJG-2007

References

Site: Retirement Jobs
URL: <http://www.retirementjobs....age=1&detail=1076033&row=3>



Home Health Aide HHA Caregiver Companion (BrightStar Care)

General Info

Employer: BrightStar Care
Location: Brooklyn, New York
Occupation: Home Health Aides
WANTED ID: 341261950
First Posted: August 15, 2013
Last seen: 3 Days Ago

Additional Info

Salary: \$22,000
Job Type: Part-Time; Full-Time
Diversity friendly: Unknown

Description

Home Health Aide / HHA / Companion / Caregiver HOME HEALTH AIDE. The home health aide is a member of the home care team who works under the supervision of a registered nurse and performs various personal care services as necessary to meet the client's needs. The home health aide is responsible for observing clients, reporting these observations and documenting observations and care performed.

HHA ESSENTIAL DUTIES AND RESPONSIBILITIES: Provide client care as directed by the Director of Nursing or registered nurse supervisor. Accompany to doctor appointments, outside activities and shopping. Assist in providing a safe environment and promote quality patient care through adherence to established policies, procedures and standards. Respond rapidly and appropriately in an emergency situation. Use equipment properly and in a safe manner. Flexible Schedules Available: Days, Nights, Live-In.

References

Site: CareerBuilder
URL: <http://www.careerbuilder.c...ob did=JHT1JY77V4Y291ZFNC3>

Home Health Aide (People's Care Inc.)

General Info

Employer: People's Care Inc.
Location: New York, New York
Occupation: Home Health Aides
WANTED ID: 342675864
First Posted: August 19, 2013
Last seen: 3 Days Ago

Additional Info

Salary: \$23,000
Job Type: Full-Time
Diversity friendly: Unknown

Description

HOME HEALTH AIDES with certificates. Live-in Assignments in Manhattan, Brooklyn or Queens.- Flexible Schedules incl Sat or Sun- 1199 Union Benefits. Apply Tuesday's at 9AM Sharp or Call Personnel Dept at 212-631-7381. ASSISTED CARE 116 W. 32 Street 14th Fl. New York, NY 10001.

References

Site: Monster
URL: <http://jobview.monster.com...-York-NY-US-124766407.aspx>

This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.

SOURCE | NYCLMIS analysis of data from Wanted Analytics' Hiring Demand Dashboard, Talent Requirements, and Talent Sourcing applications.

