ISOLVED SPARES HANDS-ON, STRATEGIC PEOPLE LEADER AND OWNER OF RIGHT AT HOME NORTH SHORE LI THE HASSLES OF UNAUTOMATED HR

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Any business can benefit from gaining greater visibility into its people. Even basic information, such as their total numbers, whereabouts, hours worked, legal qualifications to do this work or that, and more, can be gold for not only the HR department, but also organizational leadership. This is as true for small businesses as for multinational corporations employing thousands. It would seem, from the outside looking in, that these stats should be a cinch to obtain for small employers. But ask HR people working at the thousands of small businesses in North America. They would probably tell you much of this information is hard to pin down. Especially when it comes to up-to-date data, the only kind that really makes a difference, it's elusive and no simple errand to find.

A workforce filled with mobile, deskless, front-line, customer-facing staff only exacerbates this challenge inherent and common to so many organizations. Employers in healthcare, home care, or anything related provide good examples.

- Employees' hours vary widely and wildly week to week, potentially stymying HR's ability to determine any given staff member's eligibility for employer-subsidized health coverage under the rules of the Affordable Care Act.

- A complex regulatory landscape in healthcare demands real-time visibility into things such as whether employees' licensures are up to date: for nurses to work their shifts after accidentally lapsing on renewing their license, the legal and financial consequences for these staff and their employer can be serious.

- Absent easily accessible, current information on its workforce, the company that is "operating blind" will miss important workforce-related cues and suffer turnover. High attrition is a documented major challenge for employers large and small in these industries. For smaller organizations, who rely on dependable staff to carry out the mission (e.g., regularly visit elderly clients), a revolving door delivers catastrophic impacts.

Typifying these challenges is Right at Home North Shore LI, located in the New York City metropolitan area. For seniors needing various levels of assistance, the company provides home care services throughout Queens and parts of Nassau County Long Island. These include companion care, personal care and specialty care. Right at Home's workforce presents precisely the kind of conundrums HR professionals might expect at such an organization without a good HR solution in place. Helping the company tame operational HR, isolved has also been instrumental in equipping organizational leadership to act on human capital management (HCM) strategically.

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Solution

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Research Participant

Right at Home North Shore LI

Synopsis

3Sixty Insights spoke at length with Zubin Kapadia, owner and CEO of Right at Home North Short LI, located in the New York City metropolitan area. For seniors needing various levels of assistance, the company provides home care services throughout Queens and parts of Nassau County Long Island. In the absence of a good HR solution in place, managing the employment of Right at Home's workforce would present precisely the kind of conundrums HR professionals might expect at such an organization. Fortunately for Kapadia, with his acquisition of Right at Home, in November 2020, he inherited isolved already in place, sparing him the tedium of unautomated operational HR and helping him focus on his people.

WORKFORCE COMPLIANCE CHALLENGES IN HOME CARE AND RELATED INDUSTRIES
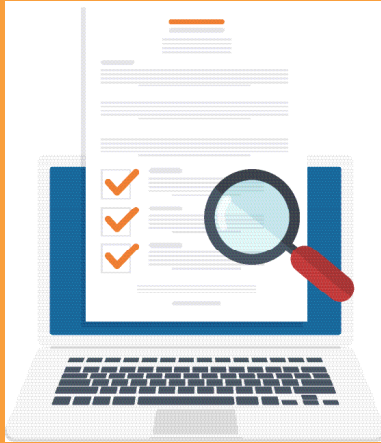
- tracking wildly varying employee hours week-to-week to adhere to rules in FLSA and ACA

- training as necessary to follow complex regulations found in HIPAA and OSHA

- helping to ensure scheduled staff are up-to-date with required licensures

About isolved

Founded in 1986, isolved provides a full suite of HCM functionality designed for the upper SMB market and the lower midmarket. Through broad and deep capabilities in talent management, core HR and payroll, workforce management, and engagement management, isolved People Cloud helps clients with the following HCM outcomes:

- Workforce Effectiveness
- Retention & Development
- Diversity & Inclusion
- Employee Engagement
- Employee Wellbeing
- Employment Value Proposition
- HR & Employee Efficiency
- Work–Life Balance
- Journey & Career Support

Not-So-Accidental HR at Right at Home

Few, when they start a business, have it as their first thought to solve for HR. Instead, "accidental HR people," usually founders and others on the leadership team, gradually take on the responsibilities. These organizations are very young in their HCM maturity. Without a system in place, the exponentially increasing volume of tactical, operational HR—in the parlance of 3Sixty Insights, concrete HR— eventually overwhelms accidental HR people. Only when it becomes unmanageable does the organization relent and look to solve for the mountain of operational HR.

Ideally, such an employer has the sense at this very moment to consider HR strategically, as well—to think about what 3Sixty Insights calls abstract HR: aspirational goals such as improving employee sentiment and building an attractive employer culture (*3Sixty Insights BWSRN2142 - Concrete vs. Abstract HCM: The Power of "And," April 2021*).

And then there is the not-so-accidental HR person. Zubin Kapadia, owner and CEO of Right at Home, is an apt example: with his acquisition of Right at Home, in November 2020, came a turnkey, well-sorted HR solution already in place, isolved. This at once spared Kapadia the grind of unautomated operational HR, leaving him the mental space from the outset to be the people leader he naturally is. "The abstract part of it is the hardest part about running a company, period—keeping people motivated, keeping people engaged, you know, maximizing their productivity, minimizing attrition," Kapadia says. "It is the single most important thing I do every day. I can't emphasize that enough." Given that isolved is fairly priced and cost-effective, financial savings continue to be notable, as well.

isolved Customer Snapshot: Right at Home North Shore LI

Upon buying Right at Home North Short LI, in November 2020, Zubin Kapadia, owner and CEO, inherited isolved's solution and found it to be a great system. Ever since, he has built on what was already in place. isolved is the main portal for all of his organization's payroll for his 115 employees, plus employee reports and company reports. They integrate with a platform called Well Sky, which transfers the information over to isolved, which cuts the checks and deposits the payroll each week.

The Challenges of the Care Industry: Caregiving is a high-turnover industry, as it requires a certain passion and can include frustration and sadness when beloved clients get sick or pass away. In addition, New York state law requires a license for any care that involves physical touching (dressing, showering, etc.), and there are complexities to having different levels of both licensed and unlicensed, full-time and part-time employees. A sophisticated database is needed to track time and attendance when hours can change from 40 one month to under 30 the next. Aides work as W2 employees at multiple agencies, taking the hours they can and want to work, constantly moving around. There is complexity in determining whether an employee is eligible for ACA, so clear data ensures compliance. Finally, many employees are first-generation immigrants who are not tech savvy. Kapadia appreciates a paycheck system that is easy to walk them through and which gives them a sense of security and comfort. It's hard not to know the culture or system, he acknowledges, so it's helpful to quickly respond to their questions and help them take joy and satisfaction in their work.

The Value of Viewable, Retrievable Data: Kapadia's organization runs statistical reports on tax data, fringe benefits, Social Security, and more while also fulfilling frequent data requests from the New York Department of Health. "What I find really valuable in the isolved dashboard is, I've run reports on it constantly," he says. "We have reports that we do annually, such as a worker's comp audit. isolved is invaluable in that respect."

Running his small business requires focus, and Kapadia appreciates any efficiency through time savings. "If I can do an audit in five hours over a week rather than having to dig for things, the ROI on efficiency is so much higher with a good system and a good team behind it," he says of isolved's capabilities.

Why He Kept isolved: For Kapadia, isolved's solution was inherited, not chosen—but that doesn't make him any less loyal. He appreciates that sometimes there is too much data, in which case isolved's team is right there to help if he has questions on running reports. Rather than a general support line that different people might answer on different days, he has a customer representative, Lisa Danzer, who knows his account well. When he's had very specific questions about coding employees that Lisa couldn't answer, she could connect him with specialist Linda Ziegler to find a solution.

He has been approached by other providers, some who are more local and some who claim to cost less, but he prefers to have everything he needs in one place and with a team that can answer his questions right away. Of other vendors, he says, "My concern would be, would you be able to produce what I need when I need it, and would you be able to help me? That's really the benefit of staying with an organization like isolved."

isolved Solutions Used: Payroll | e-Verify I-9 | Work Eligibility Verification | ACA Compliance