

Survey Offers New Insights to Curtail Lingering Caregiver Staffing Shortages

*Findings provide actionable recommendations
for enhanced caregiver retention, patient well-being*

DUNBRIDGE, Ohio, Oct. 5, 2023 -- Principle Business Enterprises, Inc. (PBE), manufacturer of Tranquility® Incontinence Products, today unveiled findings from a new survey of nearly 600 caregiving professionals, which reveal critical insights into the revolving-door world of homecare staffing turnover. The research was commissioned in response to continued post-COVID disruption in healthcare, such as one recently published study¹ that predicted pandemic-induced burnout would cause 40% of healthcare workers to leave the industry within five years. PBE's research builds on that study to offer actionable changes that decision-makers can consider to help stem the turnover tide.

While the news surrounding home-based care focuses on value-based care, mergers/acquisitions and reimbursement, the day-to-day realities of care delivery are often overlooked. As revealed by PBE's research, this is especially true for common, hands-on and often-intimate caregiving tasks like keeping patients clean and dignified by supporting good incontinence management protocols.

The nationwide online survey was conducted by Transcend Strategy Group in partnership with PBE. It comprised 588 nurses and aides in a home, hospice or palliative care setting, screened to those who indicated direct or indirect involvement with patients requiring urinary and/or bowel incontinence care. Among its key findings, the study highlights:

- Significant (yet often perceived as taboo) prevalence of incontinence among patient populations: **50% of caregivers' average shifts devoted to absorbent product, clothing and bedding changes.**
- Detrimental impact of poor-quality incontinence products on caregiver labor and burden: **93% of respondents believed higher-quality absorbent products would "impact the ease and efficiency of their jobs."** This could have direct effects on CAHPS items, such as managing pain and symptoms, and treating the patient with respect.
- Impact on client/patient outcomes and quality of life: **95% of respondents agreed that incontinence product performance "heavily influences the physical and mental well-being of their patients."**

"We developed superabsorbent disposable briefs for adults over 30 years ago on the belief that better products benefit not only those who wear them, but the personal and professional caretakers surrounding them," said Ann Hertzfeld, PBE VP of Research and Development. "The stress and burden have become even more prominent for these front-line caregiving professionals, so we're encouraged that this research confirms the significant positive impact that using higher-performance products has on their mental and physical well-being."

In addition to survey data, over a dozen caregiver anecdotes and testimonials were captured, detailing their unique frustrations. For example:

"When you have to constantly change an incontinence product because of its low quality, and it does not last long enough ... it takes time away from you or another team member doing another task that needs to be done. This causes a domino effect and a time restraint on your shift."

If you are interested in learning more about this research, including access to Tranquility and Transcend representatives, please contact Bob Recker, Senior Content Manager, at rrecker@pbenet.com.

ABOUT PRINCIPLE BUSINESS ENTERPRISES

Principle Business Enterprises (PBE), Inc. manufactures high-performance absorbent products and footwear safety solutions with applications in healthcare, industrial processing and at-home use. PBE's flagship Tranquility® brand of premium superabsorbent products helps people manage their most challenging incontinence care needs with higher-performing absorbent protection – so they can enjoy the comfort, confidence and freedom to live well and focus on the things that matter most. A family-owned business founded in 1961 with two locations in Northwest Ohio, PBE has maintained a mission to be a principle-centered business that uplifts, enlightens and enriches the lives of those it serves through developing an exceptional workplace environment for its Associates and innovating products that dramatically improve the quality of life for its customers. Visit PrincipleBusinessEnterprises.com and TranquilityProducts.com for more information.

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Citations

1. "4 in 5 healthcare workers feel unsupported by their bosses, study finds," Becker's Hospital Review, <https://www.beckershospitalreview.com/hospital-physician-relationships/4-in-5-healthcare-workers-feel-unsupported-by-their-bosses-study-finds.html>