



HEALTHCARE STAFFING SUCCESS STORY

Senior Housing Options

Senior Housing Options is a non-profit organization providing affordable, safe housing, and care for seniors who have low incomes or are disabled in Colorado. Operating since 1979, Senior Housing Options manages five assisted living properties and four affordable apartment living units for over 370 residents around the state.

Senior Housing Options currently employs 150 people, but the demand for their services is constantly growing. In need of qualified employees, with specialized certifications to continue caring for residents amidst a global pandemic, Senior Housing Options turned to GigSmart to supplement their full-time staffing needs.

INDUSTRY
Healthcare

200 GIGS COMPLETED

653 APPLICANTS SOURCED

23 UNIQUE POSITIONS

17 SECONDS TO FIRST APPLICANT

CHALLENGE

The COVID-19 outbreak has highlighted the shortage of healthcare workers in the United States. The average senior living caregiver turnover rate is 50%. Susie Stebbins, Director of HR at Senior Housing Options, experiences turnover rates of 60-70%. Unfortunately, this reality means senior living facilities are continually hiring new employees to maintain the status quo.

The senior living industry needs new workers more now than perhaps ever before. In addition to finding qualified direct care staffers, Senior Housing Options also needs workers to help cook meals, clean and sanitize, maintain facilities, and keep residents company.

When costly temporary staffing agencies weren't delivering, Senior Housing Options turned to GigSmart to locate skilled workers who could help carry out their mission of providing quality care to every resident.

SOLUTION

GigSmart's staffing solution provides Senior Housing Options with instant access to a robust, versatile, and pre-qualified labor pool of over 3,000 Denver-based workers, including speciality workers with QMAP (Qualified Medication Administration Person) certifications.

Since November 2019, GigSmart has sourced 653 applicants to complete 200 shifts for Senior Housing Options across 23 unique positions in 8 different locations. In addition, Senior Housing Options will continue using GigSmart to staff over 20 critical positions throughout the remainder of this year.

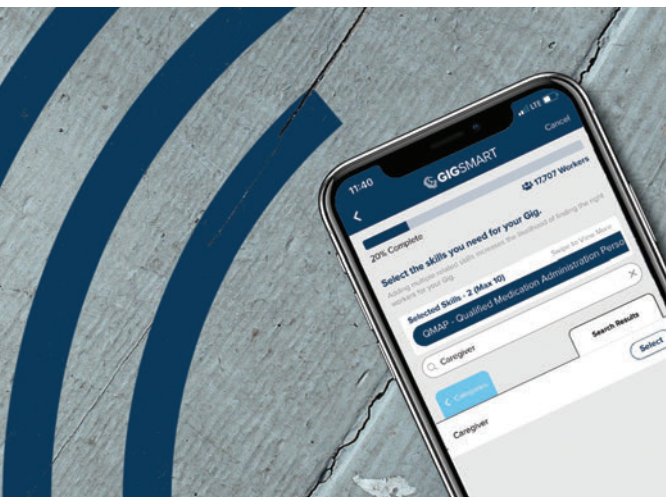
“Our GigSmart worker, Brandon, was an amazing worker. He showed up on time, ready to work, and was very dependable!”

- Susie Stebbins, Director of HR, Senior Housing Options

RESULTS

With the help of GigSmart, Senior Housing Options can provide quality care for their residents in all of their facilities across the state of Colorado. Senior Housing Options uses the Get Workers staffing app to instantly source temporary applicants and moves workers who are interested and qualified through a two-week training program, with the goal of converting them into full-time employees.

With the help of the GigSmart Get Workers app and Staffing Support Team, Senior Housing Options is able to meet unique demands of senior care.



“The great thing about GigSmart is the ability to try before we buy. We have a high turnover rate because it can be a challenging environment to work in. GigSmart has helped us weed out who is there for the long haul.”

- Susie Stebbins, Director of HR, Senior Housing Options

With GigSmart, Senior Housing Options can:



EASILY SCALE THEIR WORKFORCE

When Senior Housing Options needs workers on short notice, they turn to GigSmart’s Get Workers app to scale up their workforce.



FIND & RETAIN GREAT WORKERS

Utilizing GigSmart’s staffing solution, Senior Housing Options can instantly be connected to a qualified pool of workers who have the exact skill sets they seek. Qualified workers are recruited and converted to full-time employees, giving them the ability to try workers before ensuring they’re a good fit.



SAVE EFFORT, TIME, & MONEY

With so much turnover, especially for senior living facilities during a pandemic, GigSmart takes the headache out of staffing. With the Get Workers app you can say goodbye to paper applications, conducting in-person interviews, and running payroll.



About Senior Housing Options

Senior Housing Options, Inc. is a charitable organization that serves low and moderate income elderly and adults with physical and mental disabilities. We currently own and/or manage both assisted living and affordable apartment living units for over 500 residents including properties in Cortez, Denver, Granby, Kremmling, Longmont, and Parachute. Our mission is to provide and promote quality affordable housing and services in a caring environment for older adults in Colorado.



About GigSmart

GigSmart is a software development company focused on providing modern solutions to meet the needs of the growing gig economy. GigSmart's on-demand staffing solutions connect businesses looking for labor with skilled workers. Launched in December of 2018, GigSmart's Get Gigs and Get Workers apps have already surpassed 180,000 installs. GigSmart's alternative staffing solutions serve major U.S. markets in industries like construction, manufacturing, transportation, retail, customer service, and professional services.

Ready to hire a Gig Worker?

GigSmart is the fastest and most cost-effective way to find and hire temporary workers.

Create your free hiring account to start sourcing insured, background-checked workers across 3,000+ skills.

[**CREATE AN ACCOUNT**](#)