

Caregiver Bri modeling Slip-Resistant Shoes

Merissa Clyde, Managing Director Health Benefits Trust

Leslie Phillips, Senior Director Research Insights & Innovations



Overview – Health Benefits Trust

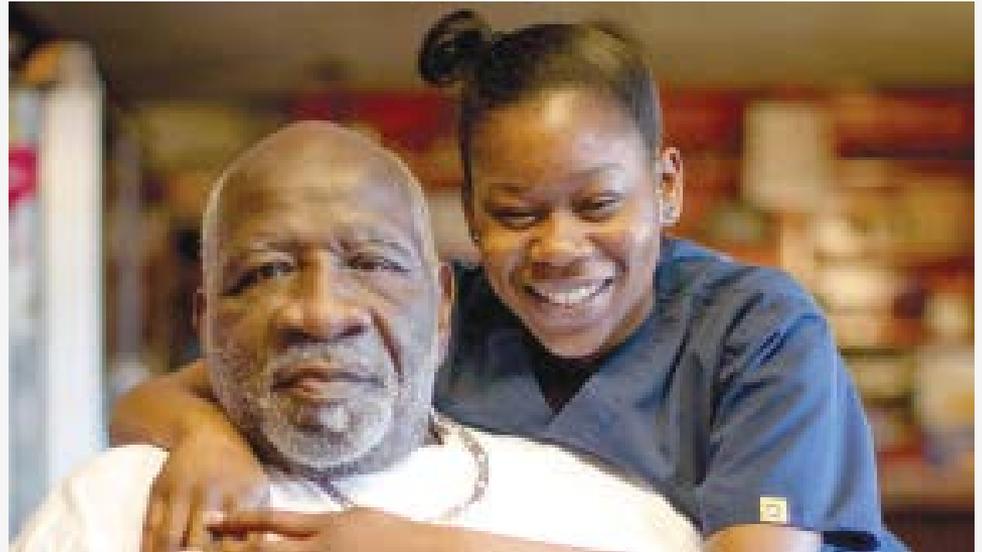
- Taft-Hartley Trust that administers health benefits to home care workers in Washington and Montana.
- Purchaser of health insurance.
- Focus on improving member health through innovative programs.
- Cover 20,000 lives primarily in Washington.
- Provide medical, behavioral health, prescription drug, vision, hearing and dental coverage.





Diverse Caregiver Population

- 83% women, average age is 55.
- 25% speak language other than English.
- Low (but rising) hourly wage.
- No central work site.
- History of little or no health insurance.
- 43% with at least one chronic condition.





What is Caregiver Kicks?

Caregiver Kicks is a bargained benefit provided for eligible caregivers to receive one pair of slip-resistant safety shoes once every 12 months.

Benefits:

- Reduced risk of slips, trips, and falls.
- Reduced back and leg pain.
- Improved foot comfort on the job.

Cost:

- Free to eligible caregivers.



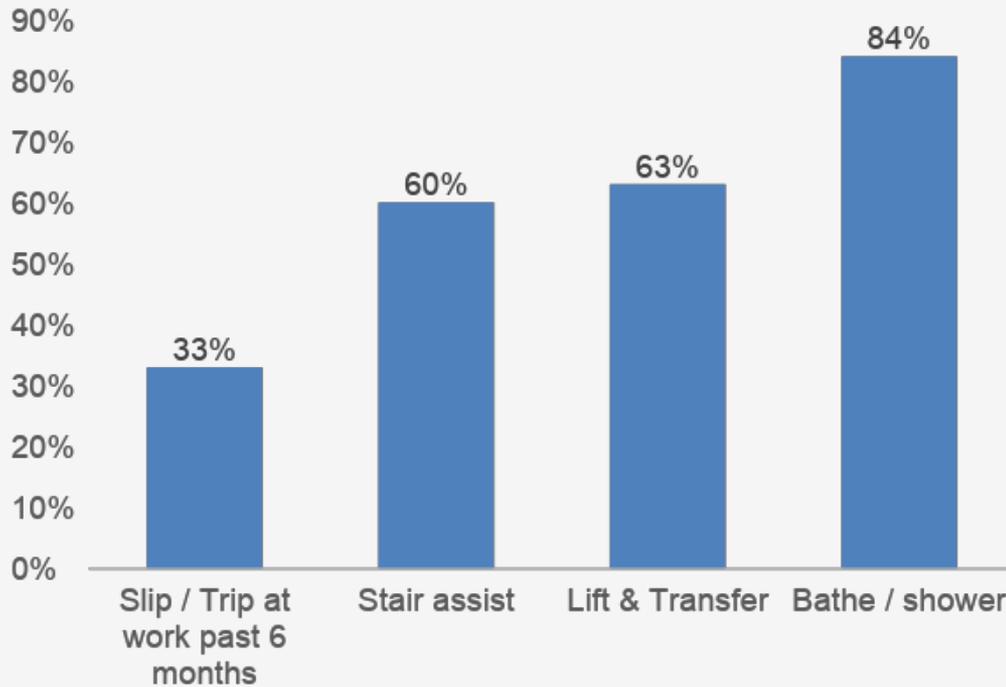
Caregiver On the Job Safety is a Problem

- Overexertion injuries are the leading cause of workplace injury among caregivers and are often associated with lifting or transferring clients.
- Slips, trips and falls are the second leading cause of workplace injury among caregivers.
- Tools and training for caregivers that help prevent these types of workplace injuries can create safer work environments for caregivers and lower the cost of workers compensation claims.
- In 2016-2018, the Trust tested the use of non-slip shoes in caregivers. Results from this study show a significant reduction in slip/trip/fall injuries as well as reported pain.



Caregiver Kicks Pilot Study Results

1 in 3 Caregivers Have Slipped/Tripped/ Fallen at Work Performing Everyday Tasks



Date Range: Fall 2017
Data Source: Caregiver Kicks Baseline Survey



Findings

Data collected from pilot participants highlighted the need for an intervention that can reduce slip/trip and fall injuries.



Caregiver Kicks Pilot Conclusions

Results, with dramatic and impactful changes from pre to post shoes intervention.

Measure	Baseline (n=298, Fall 2017)	Follow-up (n=246, Spring 2018)
Routinely wear slip-resistant shoes	25%	86%
Prevalence of back pain last 6 months	75%	35%
Slip, Trip, or Fall past 6 months	32%	10%
Feet “always” sore at end of workday	37%	10%
Falls	11%	3%
Feeling “very stable” when conducting work tasks	35%	80%

Date Range: Fall 2017-Spring 2018 Data Source: Caregiver Kicks Baseline, Follow-up Survey



Scaling and Implementing the Benefit



- HBT Trustees approved the scaling of the benefit to provide one pair of shoes annually to all caregivers eligible for our health plan.
- Goal within the first year of the program is to distribute 25,000 pairs of shoes.
- Contracted and worked closely with the shoe vendor to design customized communications content, a variety of shoe styles and develop customer service pathways to improve ordering.



Evaluating the Results

- Online survey using Qualtrics.
- Fielded late 2018-early 2019.
- Translated into Russian and Korean.
- 1,939 completed surveys resulting in a 50% response rate!!!
 - 4,734 survey links sent; 2,252 responses.
 - Dropped: 44 incomplete surveys (<90%), 269 duplicates.
 - 829 duplicates found among 4,734 links sent: adjusted total = 3,905.
 - 50% response rate: 1,939/3,905.



Who took the survey, who got the shoes

- 77% were IPs, 90% female and the average age was 48.
- 11% preferred a language other than English.
 - Russian and Korean were the top languages preferred.
- Compared with caregivers who ordered shoes but did not complete a survey, caregivers who completed a survey:
 - Had a lower mean age;
 - Were more likely to be IPs;
 - Were more likely to have English as their preferred language for communication.



Ordering and Caregiver Experience

- Online: 70%; Phone (MRC and SR Max): 13%; Leadership Conf: 12%.
- 10-19% of non-English speakers ordered in language other than English.
- Almost all caregivers (97%) were very satisfied / satisfied with ordering.
- Highest order / overall benefit satisfaction was with online orders.
- Caregivers with Korean surveys had lower order satisfaction than those who completed it in English and Russian.
- Caregivers with non-English language communication preference had lower order satisfaction compared with English preference.
- **Still:** 94% of respondents with non-English preference were very satisfied/satisfied with ordering overall.



Returns and Exchanges

Finding the right shoe can be challenging for some caregivers.

- 9% returned or exchanged shoes and another 5% wanted to.
- 77% of returns were because the shoes did not fit/wrong size.
- Some caregivers struggled to choose the right size without trying on shoes first. Caregivers requested greater variety in sizes and widths.

How and if to return shoes was not always clear:

- A few had confusion about exchange policy.
- Some kept shoes that did not fit well.



Slip-Resistant Shoe Use

Caregivers wore shoes while working (and likely other times too!)

- During a recent work week, 76% reported wearing shoes “always” or “more than half the time” when they were at work.
- Top reasons for not wearing shoes regularly: they liked to rotate shoes (27%) and the shoes were not right for the weather (18%).
- Caregivers were interested in having the benefit continued: “My new work shoes! I like them. Hope we get a chance to get another pair knowing it will wear out someday.”



Changes in slipperiness, stability and pain

Caregivers reported reduced pain and perception of slipperiness, and increased stability when wearing their CK.

- Compared with other shoes, when wearing their CK...
 - 88% felt flooring was less slippery.* This metric has been shown to predict slipping as well as the Coefficient of Friction.
 - 68% reported improved foot pain and 59% reported improved back pain.*
 - 78% reported improved stability.*

*among those reporting any slipperiness, pain, or instability.



“These shoes have saved me and my client from falling several times. Thank you for the safe shoes.”

- Survey Respondent, November 2018

“I love that this program is offered and that I was able to get a free pair of new shoes! I usually wear used shoes I purchase at thrift stores, as I cannot afford new ones, so these are wonderful... I was surprised that they are actually designed with a special non-slip surface on the bottom... The non-slip surface is very effective and impressive.”

- Survey Respondent, February 2019



Slips and Trips

From the Pilot: (n=303, over 8 mos)

- *Worry about slip, trip, or fall:*
 - 83% (BL) → 60% (FU)
- *Slip or trip:*
 - 32% (BL) → 10% (FU)
- *Fall:*
 - 11% (BL) → 3% (FU)
- *Slip, trip and fall locations: outdoors, kitchen, bathroom*

Slips and trips were rare, and the role shoes play in trip risk is not clear.

- 3% (n=57) reported a slip and 6% (n=112) reported a trip.
- But were they wearing their Caregiver Kicks???
 - 47% of slips and 73% of trips.
- 26% of slips were indoors and 72% of trips were indoors.
- Interpretation limited by study design.



Conclusion

Implementation

- Overall customer service experience was positive.
 - Plan: Maintain high quality experience. Ongoing monitoring.
- Reduced satisfaction among non-English speakers.
 - Plan: Increase localization of ordering, communications and data collection. Consider additional research.
- Improvements needed to optimize order / exchange experience:
 - Plan: More support materials for ordering online and for return/exchanges.
 - If the shoes fits, they'll wear it!



Conclusion

Impact

- Caregivers were wearing their Caregiver Kicks!
 - Plan. Explore option for second pair. Renew benefit annually.
- Shoes had value beyond reducing slipperiness.
 - Plan: Additional research to explore broad impact of shoes.
- Safe shoe use was not ubiquitous.
 - Plan: Ongoing data collection and share information about shoe safety, including sizing, how to adjust to the shoes and conditions where slip-resistant shoes are not appropriate.



Spoiler Alert: Robust Survey (n=3400)

- 98% very satisfied/satisfied with ordering.
- 80% wore shoes all or more than half the time.
- 38% wore in snow/ice, 84% wore in rain, 37% wore when working out.
- 2/3 strongly agreed they felt more valued by their union and by the BG after receiving their CK.
- Compared with other shoes, 87% reported reduction in perception of slipperiness.
- Among the 188 caregivers who took RX pain meds in past month, 42% said they used fewer RX pain meds and 35% said they used OTC pain meds instead of RX when they wore their CK.
- 81% interested in purchasing a second pair – 56% willing to pay \$10-20.



“Tying” things up...

- Ways to make a great benefit **even better**:
 - Appropriate use.
 - Multilingual parity.
- Shoes were ordered.
- Shoe ordering and customer service were high quality.
- Shoes were worn.
- Shoes were surprising (to caregivers and to us).
- Shoes were appreciated, **really** appreciated.





Caregiver Kicks

Thank You!

Merissa Clyde:

merissa.clyde@myseiubenefits.org

Leslie Phillips:

leslie.phillips@myseiubenefits.org



Caregiver
Kicks



Data and Analysis

- Survey data matched with Salesforce data where available.
- Descriptive statistics.
- Chi square tests and fisher's exact tests; one-way ANOVA with Tukey post hoc tests.
 - Explored many relationships between participant factors and implementation and impact outcomes.
- Review and coding of open-ended responses.
- Data captures one point in time!