

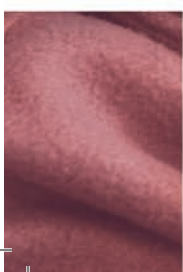
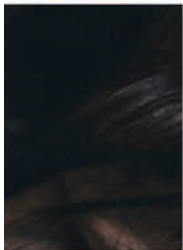
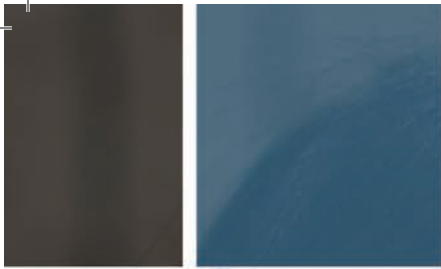


MissionCare
COLLECTIVE

THE STATE OF THE

Direct Care Workforce

2025 REPORT



Executive Summary

The direct care workforce is in urgent need of attention. Over half of direct care workers (DCWs) rely on public assistance, and they face anxiety and depression at three times the national average. Home care workers often experience social isolation, further impacting their well-being.

Although other professions offer higher wages, many DCWs are drawn to caregiving by a profound sense of purpose and mission. However, their primary interactions are often with recruiters or schedulers, leading to a disconnection from their employers. This lack of direct engagement fosters mistrust, while providers contend with high turnover, workforce shortages, and regulatory pressures.

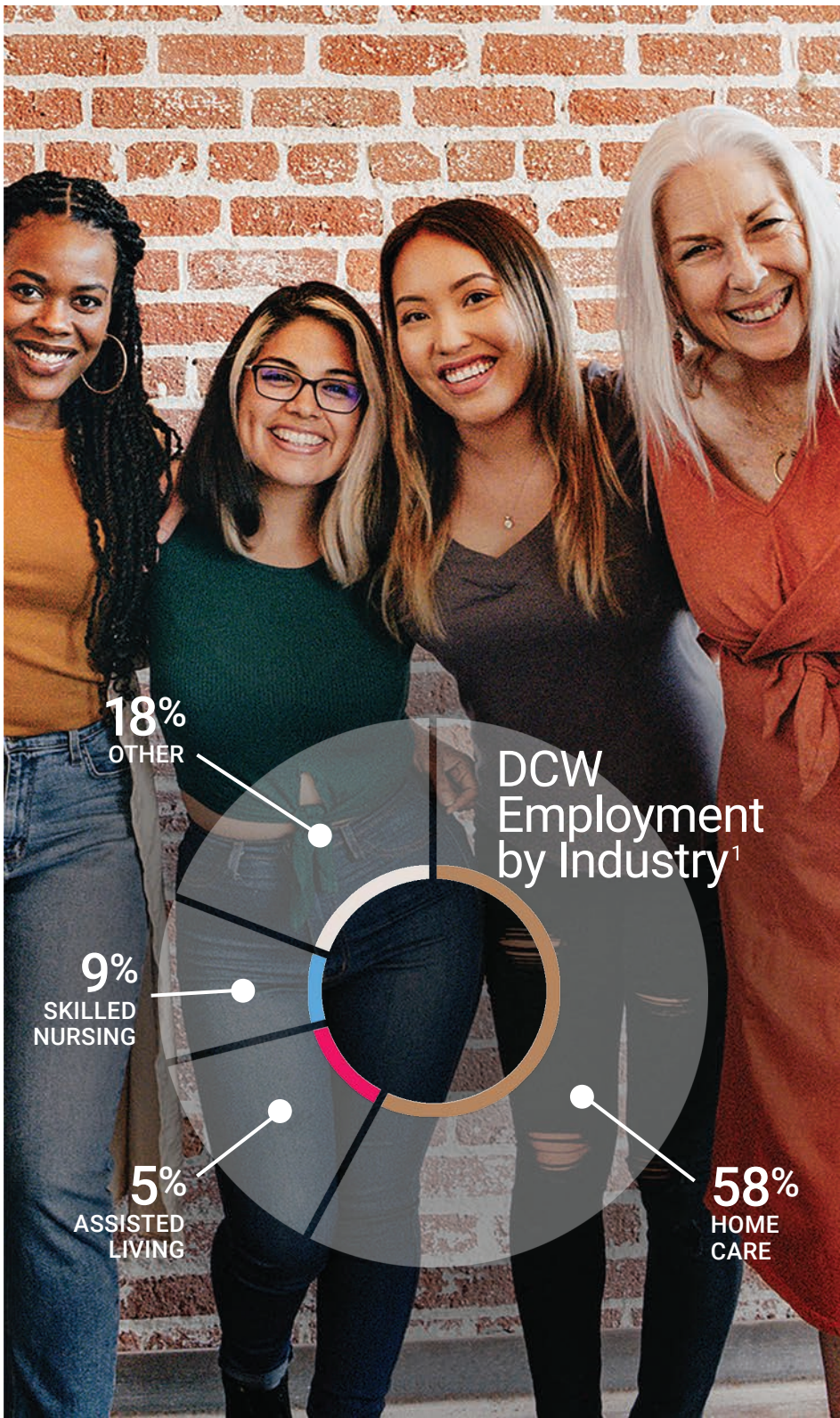
These issues have significant consequences: families increasingly struggle to access necessary care, a problem set to escalate as the population ages.

We must act decisively. Supporting our direct care workforce is essential for delivering high-quality care and achieving optimal outcomes. A healthy workforce benefits the ecosystem.



BRANDI KURTYKA
CEO, MissionCare Collective

Brandi Kurtyka



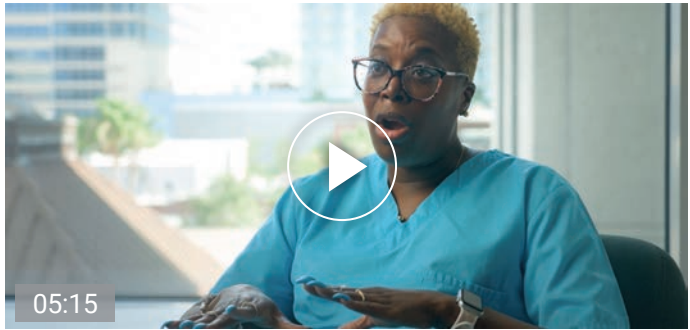
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The Workforce Why

For many direct care workers, caregiving transcends the boundaries of a mere job. It is a profound calling driven by a deep-seated desire to positively impact the lives of those they assist. This role goes beyond providing basic help; it involves building meaningful connections, sharing in the narratives of their clients, and becoming an essential part of their journey. Each day brings a new opportunity to make a difference, to touch lives, and to be touched in return. The role offers unparalleled freedom, not just through daily routines but through the rewarding experience of witnessing the direct impact of their service. Motivated by an unwavering passion, these caregivers embody the essence of true service, showcasing the immense power of compassion, commitment, and human connection.

Each day brings a new opportunity to make a difference, to touch lives, and to be touched in return.

CALLING.
CONNECTION.
CLIENTS.
CAREER.



The Power of Human Connection
Dedicated home care workers illuminate the profound motivations behind their roles.



"My clients are family - they take care of me as well!"

Monica H.



Financial Health

"... we love our work, but we can't pay our bills."

America's fastest growing profession pays poverty wages.

15%

LACK HEALTH
INSURANCE

42%

LOW INCOME
HOUSEHOLDS

90%

DO NOT HAVE AN
ACTIVE CREDIT CARD

55%

ANY PUBLIC
ASSISTANCE

Accessing Public
Assistance²

31%
FOOD

32%
MEDICAID

15%

CASH
ASSISTANCE

Struggling Financially

Juggling multiple jobs to make ends meet, often needing to work outside of care to pay bills.





21%

of direct care workers self report poor mental health.³

Emotional Health

The emotional health of direct care workers (DCWs) is a significant concern, with 21% reporting poor mental health. DCWs are three times more likely to struggle with anxiety and depression. Financial instability, with many being single mothers juggling multiple jobs, further compounds these issues. Role misunderstandings and expectations to perform tasks beyond their training, often being mistaken for housekeepers, add to their stress. Working in unfamiliar and potentially unsafe environments exposes them to risks like drug activity, violence, and sexual assault. Social isolation from working in the homes of those they care for, coupled with the high physical and emotional demands of the job, leads to elevated stress levels.

3X more likely to struggle with anxiety & depression

Physical Health⁴

350%

MORE LIKELY TO SUFFER FROM
MUSCULOSKELETAL DISORDERS



200%

MORE LIKELY TO HAVE
SLEEP DISORDERS

150%

MORE LIKELY TO
EXPERIENCE OBESITY



250%

MORE SUSCEPTIBLE TO
INFECTIOUS DISEASES

200%

MORE LIKELY TO HAVE
CARDIOVASCULAR DISEASE



180%

MORE LIKELY TO HAVE
HIGH BLOOD PRESSURE

19%

MORE LIKELY TO HAVE OR
DEVELOP DIABETES



160%

MORE LIKELY TO EXPERIENCE
SUBSTANCE ABUSE



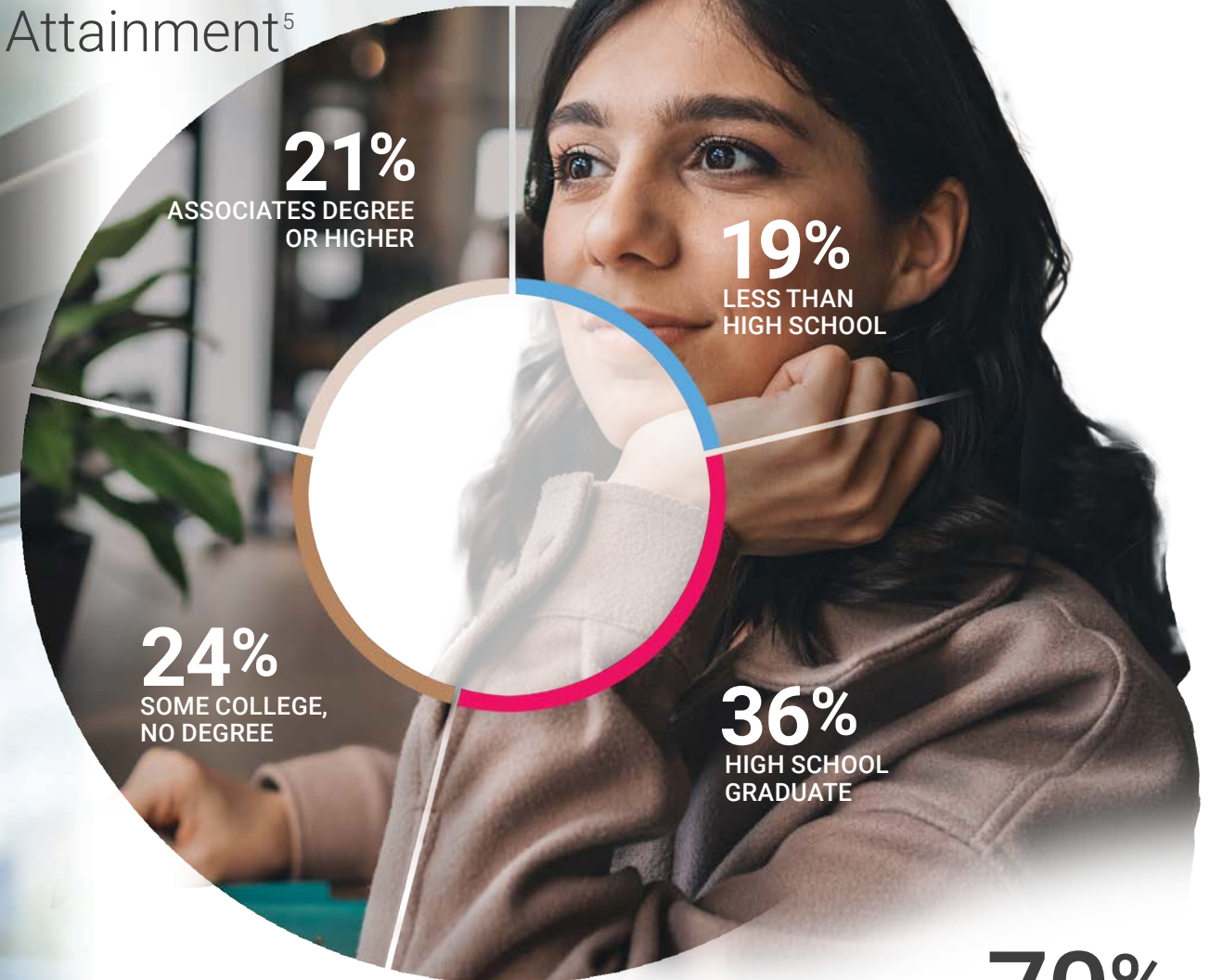
Training, Development, and Education



Professionalize the Role

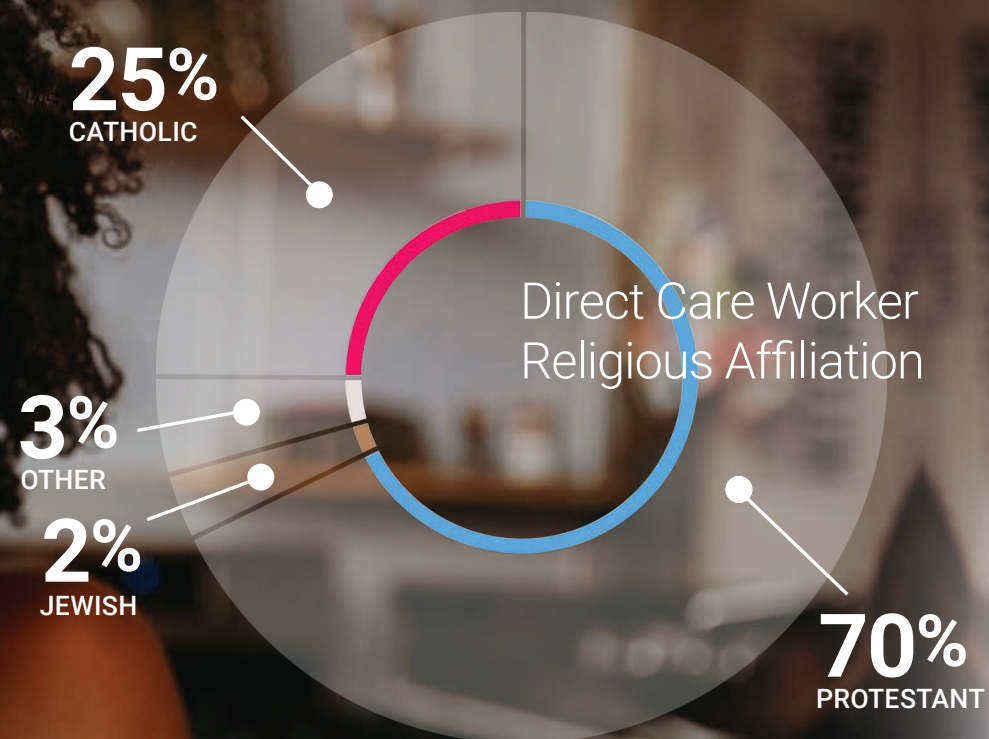
The call to professionalize caregiving resonates as direct care workers seek recognition and yearn for respect.

Educational Attainment⁵



70%
desire more training

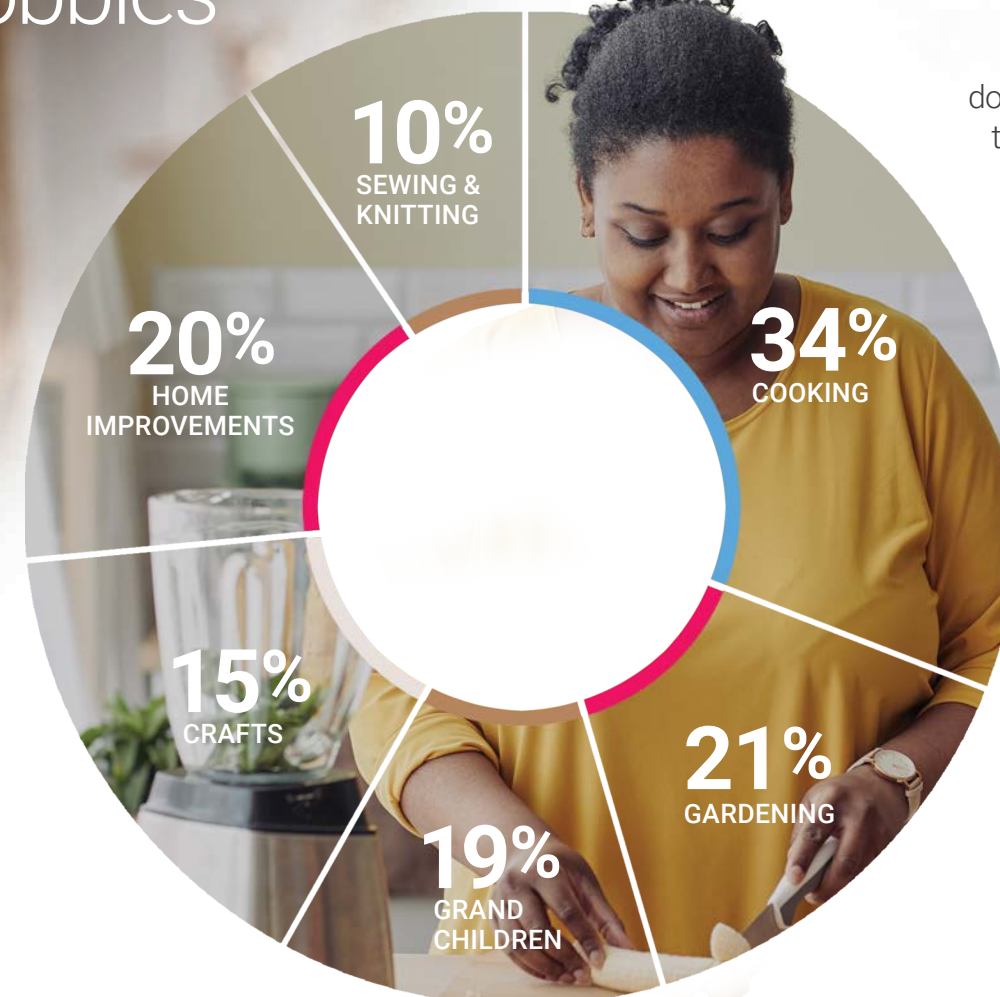
Religion⁶



Care is a Calling

The driving force behind serving people is God.

Hobbies⁷



2X

more likely to donate to causes they care about vs average US population.

Shared Passions Drive Connection

The diverse hobbies of direct care workers often translate into enriching activities they share with both their own families and the clients they serve.



Workforce Data By State⁸

	 Active # DCWs	 DCW Job Openings 2020-2030	 Median Wage	 Wage Competitiveness	 People of Color	 Immigrants	 Uninsured	 Low Income Household
ALABAMA	39,950	61,800	\$12.15	-\$3.50	61%	3%	16%	42%
ALASKA	8,080	11,800	\$17.92	-\$2.60	49%	33%	14%	20%
ARIZONA	80,080	190,400	\$15.18	-\$2.90	62%	25%	17%	34%
ARKANSAS	34,740	61,500	\$13.25	-\$2.63	44%	2%	11%	41%
CALIFORNIA	873,280	1,414,200	\$15.44	-\$4.66	78%	47%	9%	28%
COLORADO	56,620	92,600	\$16.73	-\$2.89	44%	19%	13%	28%
CONNECTICUT	60,620	92,900	\$16.65	-\$2.72	67%	34%	8%	28%
DELAWARE	13,340	22,500	\$14.94	-\$2.81	74%	20%	5%	33%
FLORIDA	158,160	234,900	\$14.56	-\$2.05	74%	46%	18%	31%
GEORGIA	74,800	129,100	\$13.35	-\$2.91	74%	18%	20%	39%
HAWAII	11,620	21,500	\$16.46	-\$2.94	87%	50%	9%	20%
IDAHO	24,860	35,400	\$14.25	-\$2.74	22%	11%	14%	40%
ILLINOIS	156,830	221,100	\$16.09	-\$2.82	58%	21%	11%	35%
15 INDIANA	68,800	112,400	\$14.78	-\$2.90	31%	6%	11%	34%

Workforce Data By State	 Active # DCWs	 DCW Job Openings 2020-2030	 Median Wage	 Wage Competitiveness	 People of Color	 Immigrants	 Uninsured	 Low Income Household
IOWA	43,890	73,400	\$15.76	-\$1.84	20%	7%	5%	32%
KANSAS	47,250	66,400	\$13.51	-\$3.71	28%	8%	18%	36%
KENTUCKY	42,170	68,700	\$14.43	-\$2.28	20%	6%	8%	35%
LOUISIANA	52,550	82,000	\$10.78	-\$4.84	84%	1%	11%	54%
MAINE	23,780	35,500	\$16.47	-\$1.92	10%	8%	11%	25%
MARYLAND	51,200	129,400	\$16.38	-\$2.28	81%	42%	9%	25%
MASSACHUSETTS	143,920	216,400	\$17.04	-\$3.57	59%	40%	5%	30%
MICHIGAN	123,280	182,100	\$14.94	-\$2.93	40%	5%	11%	35%
MINNESOTA	131,500	208,400	\$15.83	-\$3.71	38%	26%	9%	32%
MISSISSIPPI	26,670	52,300	\$11.57	-\$3.38	73%	1%	20%	53%
MISSOURI	108,380	152,500	\$13.30	-\$4.09	35%	4%	22%	40%
MONTANA	13,290	21,100	\$15.17	-\$2.21	22%	4%	8%	31%
NEBRASKA	24,850	37,400	\$15.88	-\$1.62	31%	12%	12%	33%
NEVADA	21,770	45,400	\$14.58	-\$2.46	67%	37%	12%	25%
NEW HAMPSHIRE	15,100	24,400	\$16.83	-\$1.77	13%	10%	7%	18%
NEW JERSEY	123,790	158,400	\$16.21	-\$3.47	82%	54%	12%	27%
NEW MEXICO	40,180	59,400	\$12.01	-\$4.50	80%	12%	13%	49%
NEW YORK	584,260	1,069,900	\$16.88	-\$3.67	77%	58%	6%	33%

Workforce Data By State	 Active # DCWs	 DCW Job Openings 2020-2030	 Median Wage	 Wage Competitiveness	 People of Color	 Immigrants	 Uninsured	 Low Income Household
NORTH CAROLINA	113,060	182,400	\$13.62	-\$2.62	60%	6%	16%	37%
NORTH DAKOTA	13,980	21,900	\$17.57	-\$2.34	22%	19%	15%	31%
OHIO	149,950	229,800	\$14.61	-\$2.78	41%	8%	12%	38%
OKLAHOMA	33,070	62,700	\$12.75	-\$3.10	45%	6%	27%	38%
OREGON	44,620	64,900	\$17.70	-\$1.46	32%	15%	11%	31%
PENNSYLVANIA	260,730	376,800	\$14.41	-\$3.36	46%	16%	11%	32%
RHODE ISLAND	16,300	24,800	\$17.04	-\$1.78	50%	36%	5%	22%
SOUTH CAROLINA	47,950	78,900	\$13.17	-\$2.79	67%	3%	17%	40%
SOUTH DAKOTA	9,770	14,100	\$14.82	-\$1.91	17%	9%	9%	30%
TENNESSEE	52,600	102,200	\$13.65	-\$2.86	38%	4%	18%	38%
TEXAS	387,490	653,100	\$11.42	-\$5.29	79%	25%	36%	44%
UTAH	25,610	49,000	\$15.45	-\$2.24	26%	11%	12%	27%
VERMONT	9,840	16,900	\$15.30	-\$3.52	16%	7%	9%	28%
VIRGINIA	95,500	153,500	\$13.44	-\$4.09	63%	19%	14%	35%
WASHINGTON	126,000	176,000	\$18.55	-\$2.69	47%	35%	11%	24%
WEST VIRGINIA	25,480	38,000	\$12.56	-\$3.03	11%	1%	11%	44%
WISCONSIN	102,950	153,100	\$14.98	-\$3.19	31%	6%	9%	32%
WYOMING	5,760	10,500	\$15.48	-\$3.13	16%	4%	17%	31%

Pipeline Expansion

In a comprehensive study of 67,000 direct care workers, seven distinct personas were identified that illuminate their diverse motivations and workplace values. Each persona represents a unique opportunity for recruitment pipeline expansion and workforce stabilization. The report offers targeted strategies to reduce turnover, incentivize staff effectively, and optimize recruitment efforts. It also provides practical engagement tips and career pathway considerations, serving as a crucial resource for healthcare organizations aiming to attract and retain a dedicated workforce.



Download Report
Personas are the foundation to pipeline expansion.



Career Caregivers

Spanning various ages and with over 3 years of professional experience, they typically work exclusively within the care field. Most often seeking full-time hours, ensuring a strong client match is of utmost importance.



Caring on the Siders

Middle-aged women, often without children, working hourly jobs. They are transient in their work, heavy internet users, and enjoy donating to liberal and cultural causes. They also have a passion for R&B music.



Young and on the Move

Young adults, aged 18-24, a mix of students and working professionals. Living on a limited income and unlikely to have children, they seek jobs that allow for personal growth that don't interfere, but enhance their lifestyle.



Single Moving Mommas

Single moms who move frequently, have below-average discretionary income, and are most likely renting. They value discount stores and often worry about making ends meet and lack of job flexibility.



Still Going Strong Retirees

Females in their 60s who enjoy spending time with their grandchildren and getting out of the house. Living on a limited income, they are somewhat concerned about having enough money to retire.



Oodles of Offspring

Young female households with multiple children, comprising a mix of renters and homeowners with limited income. They prioritize family over work and enjoy spending time and money on their kids.



Empty Nesters

Young or near-retirees who enjoy spending time with their grandchildren, watching daytime television, and sewing. Living on a limited income, they love helping others and getting out of the house.



About Us

Everything we do is about building a stronger workforce.

Recruit

A recruitment engine that taps into the largest network of caregivers, CNAs, and HHAs in the nation. "The LinkedIn for Caregivers."



Solve

Consulting services, extending your team, to solve complex workforce challenges.



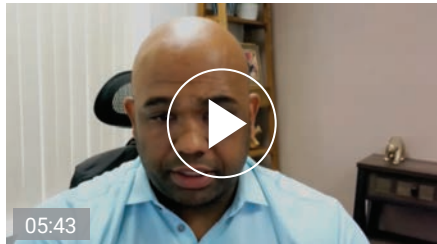
Retain

An engagement platform that helps turn your workforce into a community, increasing retention, profitability, and operational efficiencies.



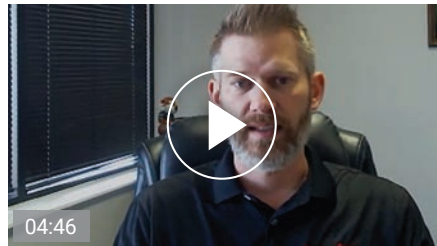
Data Into Action

MissionCare Collective is honored to support thousands of companies nationwide, transforming data and insights, like those found in this report, into actionable strategies that drive impactful results. Here are a few stories from our trusted partners who have turned workforce challenges into opportunities, enhancing employee engagement, retention, and revenue to ultimately deliver superior care.



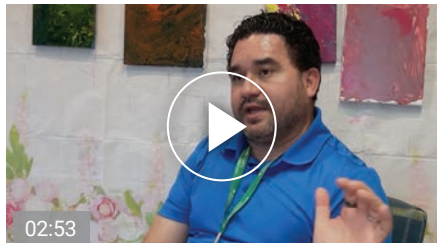
Boosting Retention and Reducing Workforce Chaos for Leading Home Care Agency

Scan to watch video



Reducing Unfilled Shifts and Increasing Care Capacity for Premier Home Care Brand

Scan to watch video



Building Employee Connections to Drive Bottom Line Results for Multi-State Skilled Nursing Network

Scan to watch video

COACHUP CARE



20-200%
RETENTION INCREASE



1-3 POINTS
eNPS INCREASE



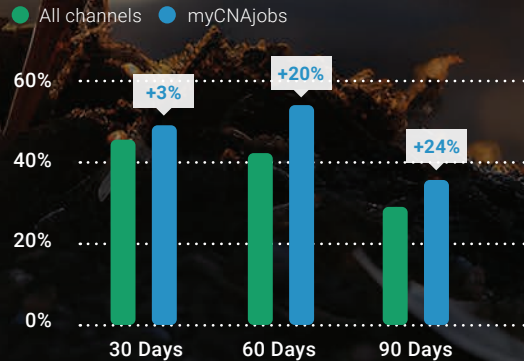
10-50%
UNFILLED SHIFT REDUCTION



20-50%
RECRUITMENT \$ REDUCTION



Caregiver, CNA, and Home Health Aide hires made from myCNAjobs are **24%** more likely to be retained after 90 days versus hires made from other channels.





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References

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- 6, 7. MissionCare Collective. "2022-2023 Direct Care Workforce Report."
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MissionCare Collective is not responsible for the usage of data or the result of strategies implemented due to the usage of data. It's the responsibility of the reviewer to ensure employment programs meet state and federal requirements.