



What Would *Your* Team Do with 13 Extra Hours Each Month?

A Better Care Home Health provides in-home care services for seniors and others who need assistance with everyday tasks, helping them to live at home rather than at an assisted-living facility. ABC Home Health serves more than 110 clients in the Boise, Idaho, region, and employs an average of 90 people, including office staff and professional caregivers.

Training in a High-Turnover Industry

Pete Amador, the CEO at ABC Home Health, oversees both daily operations and long-term strategic planning for the company. In an industry plagued by high employee turnover rates, Pete needed to create solid hiring and training materials that would quickly inform new employees about policies, procedures, and job duties.

Completed Projects:

- **Four staff manuals**
- **Continuing education for field employees**
- **Press releases**
- **Brochures**
- **Grant application**
- **Marketing blasts**
- **Rate cards**
- **Code of Conduct test**

According to Pete, “My staff was spending eight or nine hours each month putting together an ‘educational’ newsletter that had virtually no value for my caregiver employees. In fact, when you count the time it took to get everyone in the office to comment and add their opinions, it was closer to 15 hours.”

His policies and procedures manuals were in similar shape. “After being in business for six or seven years, my manuals were outdated and inaccurate. New policies were not being covered in training sessions.”

Outsourced Solution

Pete decided to outsource the production of the company's HR and training manuals, along with a series of continuing education modules and tests for caregivers. He turned to the content-creation firm [Gemstone Media](#) for writing, editing, and production services.

[Monelle Smith](#), the content director at Gemstone Media, worked with department managers at ABC Home Health to create the new materials. Pete said, "Gemstone came in and helped us create a brand-specific template for our employee education. They helped us ensure the materials are done on time and the content is valuable to employees. What used to take 15 hours a month now takes 90 minutes. The cost savings of hiring Gemstone Media far outweighed the price."

User-Friendly Procedural Manuals

The manual-creation project was also successful. Pete remarked, "Gemstone helped identify the policies and procedures that needed to be included. They created manuals for all key office positions that are easy for employees to understand."



Through using Gemstone Media, Pete has streamlined work flow, saved more than 13 staff hours a month, and improved his training materials. He's also gained peace of mind. "It's a relief to know that I can count on Gemstone to help me with any project."



Gemstone Media brings a dedicated writer-and-editor team to corporate communications. With 20+ years of combined experience crafting hard-hitting marketing content, writer Monelle Smith and editor Ian Smith have written and edited for giants such as Microsoft, HP, T-Mobile, and Simplot.

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—Pete Amador, CEO
ABC Home Health