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### **In the Know Teams Up with HCAOA to Help Home Care Agencies Train, Engage and Retain Caregivers**

**Durham, NC:** In the Know Caregiver Training is proud to join the Home Care Association of America's (HCAOA) family of preferred vendors. This partnership allows HCAOA members to enjoy specially negotiated preferred pricing on all In the Know caregiver training products.

By choosing In the Know as a training partner, HCAOA members join over 3000 other organizations that demonstrate an unwavering commitment to delivering the best possible care to the clients they serve. "HCAOA's commitment to quality home care means more people can fulfill their desire to safely age in place," said In the Know's CEO, Linda Leekley BS, RN. "I'm proud of this emerging relationship with an organization committed to leading the industry that cares for people at home."

The average caregiver turnover rate in home care is 66% and rising. HCAOA believes that offering consistent and practical training is the best way to reverse that trend. "In the Know is unique in that they keep caregivers engaged by infusing their e-learning with the latest technology in gamification and micro-learning." Says Phil Bongiorno, HCAOA's Executive Director. "But they also offer materials that make it possible to gather your whole team together to deliver an energizing, live class."

HCAOA members can get more information on preferred pricing at [knowingmore.com/welcome-hcaoa](https://knowingmore.com/welcome-hcaoa).

#### **About Home Care Association of America (HCAOA)**

Founded in 2002, the Home Care Association of America is the industry's leading trade association for providers of home care, which encompasses a broad range of services that support seniors' wellbeing and enables them to age in place. HCAOA protects the interests of seniors by setting the standard for high-quality care; represents the industry's unified voice in Washington, DC and state governments across the country; and connects the industry's members through its education and awareness efforts. Today, HCAOA represents nearly 3000 member companies that employ more than 500,000 caregivers across the United States.

#### **About [In the Know](https://knowingmore.com):**

In the Know is a nationally recognized training provider with over 20 years of experience in helping the aging care market train, engage and RETAIN caregivers. What makes In the Know unique? All their training materials are written by registered nurses who have trained and supervised caregivers in every environment—from the college classroom to the client’s kitchen table. And every course is developed by a skilled team of instructional designers who know how important it is for learning to be interactive, engaging—and frankly—fun!