Background
“The Times They Are A-Changin!” Bob Dylan
Turning Challenges into Opportunities

• Identify ways to maximize your changing workplace
  • Ask your employees what is important to them
  • Seek Uber drivers
  • Seek Amazon Flex drivers
  • Veterans
  • Seniors
  • Others
Ways to Fight the Shortage

1. Improve the image of the profession
2. Improve pay and benefits
3. Become competitive with flexibility
   a. A la carte options
   b. Flexible work schedules
4. Referral bonuses
5. Focus on the Millennial Generation
   a. Flexibility is critical
   b. The game has changed along with the rules...
Ways to Fight the Shortage

<table>
<thead>
<tr>
<th></th>
<th>Total Annual Premium</th>
<th>Total Monthly Premium</th>
<th>Total Employer Annual Cost</th>
<th>Total Employee Annual Cost</th>
<th>Employee Monthly Cost</th>
<th>Employee Cost Semi-Monthly (20 pays)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Person</td>
<td>$19,869.60</td>
<td>$1,655.80</td>
<td>$17,485.20</td>
<td>$2,384.40</td>
<td>$198.70</td>
<td>$119.22</td>
</tr>
</tbody>
</table>

**Hourly**

- **Employer Health Cost**: $17,485
- **50%**: $6.59

**Hours Yr.**: 1,327

**Cost per Hour**: $13.18
Flexibility is Critical!
Contact me at:

• Email
drpetermlawrence@gmail.com

• (585) 421-2028 office
(585) 721-0899 cell