



# Case Study.

Coming Back to DailyPay: The Ultimate Care Story

For over 20 years, Ultimate Care has been providing highly trained staff for homecare solutions across New York City and Westchester County. Yarianny Rodriguez, Director of Payroll at Ultimate Care, and Michael Wallach, Chief Operating Officer, sat with us to discuss their experience. Originally with DailyPay, Ultimate Care changed earned wage access providers after a change in their payroll system – and then returned to DailyPay after having a poor experience.

Here is an inside look into their experience:

## Why Earned Wage Access?

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We offer the standard: the medical, the dental, the indemnity, but it's also our mission to provide real, tangible benefits. One example of that is a company-sponsored cell phone. Logistically, it's a challenge but we've been able to make it work and we have over one thousand caregivers we're providing a free cell phone to. It's a tangible benefit, putting real dollars back in their pocket. DailyPay falls squarely in line with that goal. We knew it'd be useful for our caregivers to have their pay on demand. It's helpful for our office staff, too, since we were occasionally being asked for things like loans. We also like that it's very little lift and minimal cost.

Recruitment can be a challenge, and being able to offer a benefit above what other competitors are offering is significant. Offering DailyPay and benefits other companies aren't offering definitely puts us at the top, competitively, when it comes to attracting new caregivers.

## Why Did UltimateCare Leave DailyPay? What Brought Ultimate Care Back?

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We started with DailyPay around 2020. The motivation to switch to a different vendor was driven by a competitor who pitched us on offering the benefit totally free to the caregiver. At the time, DailyPay didn't have as many no-fee transfer options, and we thought this competitor might be a better solution. They did a good job of selling us and said they'd reach out to caregivers, and they promised that our adoption would be higher than it was on DailyPay. Quite honestly, it didn't work.

With this competitor's solution, we had much lower adoption rates than we'd had with DailyPay originally. Even with just a handful of people using this other benefit, on the payroll end we didn't feel comfortable or prepared to answer the questions that came in.

For us, knowing how to answer questions from our caregivers and



**Partner:** Ultimate Care

**U.S. Headquarters:** Brooklyn, New York

**Industry:** Home Healthcare

**Number of Employees:** 3,400

**Payroll Platform:** Viventium & Engage PEO

**Paycards:** Wisely

**Time & Attendance Platform:** HHAeXchange

understanding how the benefit works is important, and DailyPay gives us that training and communication to feel confident when any questions come up. We meet regularly with our DailyPay contacts and review reports and stats, and they constantly bring us new ideas.

The competitor we tried out wasn't only not communicating with us in payroll, they also didn't communicate well with our caregivers. It wasn't clear how their solution worked, there weren't any reports or notifications; we felt like we were in the dark. The only way we even knew anyone signed up was from the complaint calls we received from caregivers experiencing issues.

broken with the competitor's solution, whether it was the outreach or that it was too complicated for the caregiver – it just wasn't generating the same benefit for the caregivers that DailyPay does. We're quite happy with our adoption rates, now that we're back on DailyPay.

Communication has been great, and the process has been so smooth. I never felt overwhelmed, and the team was always there to answer any questions – even questions I've asked before. We, and our caregivers, really value simplicity. English might not be their first language, they may not be very tech-savvy and we appreciated how much sense DailyPay made and how easy it was to use.

## What Have Been the Results After Returning to DailyPay?

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When we moved back to DailyPay, we were so relieved. Having had experience with DailyPay, we knew we'd get the resources and training we needed, and our caregivers were excited. A benefit is only a benefit if people are taking advantage of it. There was something that was

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