

## Millions of Caregivers Need Help from Home Care Agencies: Report

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- **Gaps in education & support exist for caregivers**
- **Opportunities for care at home agencies**
- **Training, quality, compliance are keys to success**

A survey of 400 family caregivers ages 22 to 44 found that many millennial and Gen Z unpaid caregivers in the United States need more support from home care and hospice providers. The most common and urgent needs of the caregivers, according to the [report from Transcend Strategy Group](#), included education in elder care and support and expertise in end of life care and decisionmaking.

Evidence of the burden on these younger caregivers is demonstrated in these responses:

- 90 percent said caregiving is emotionally and mentally taxing;
- 84 percent said caregiving is a significant financial burden;
- 70 percent are unsure they're providing quality care to the person they're caring for.

Getting more information matters to these caregivers, but so does how they receive that information. One-on-one conversations between caregivers and clinicians are the most preferred way for home care providers to guide unpaid caregivers, according to the survey, but education and support can also be provided via videos, written materials and social media.

“Respondents generally prefer to have a conversation with a medical professional when receiving healthcare information,” reads the report. “However, those aged 22 to 32 were more likely to prefer social media videos provided by content creators compared to those 33 to 42.”

Worryingly, about one quarter of respondents said they do not believe their opinions are respected by healthcare workers and professionals and they do not believe they have the support of clinicians.

A particular area of need for these younger caregivers is end-of-life care, beginning with education. One third of caregivers in the survey believe hospice care increases the likelihood of death for the patient or makes death occur more quickly. Fixing those misconceptions would begin to improve end of life care for these patients.

The report concludes that the best way to build a strong working relationship with unpaid caregivers with limited experience, care at home providers should emphasize compliance and quality with their highly-trained staff, and offer specialized care for specific health problems that caregivers are struggling to manage. This will provide the best possible care and develop loyalty in the caregiver and patient.

“To ensure comprehensive support, home-based care organizations must shift their view and hone their strategies to connect with the distinct needs of caregivers from multiple generations,” the report reads. “By doing so, organizations can offer more effective resources that enhance the overall impact of the care provided while building a strong reputation in the community.”