

# What Our Frontline Heroes Need

Voices from Across Senior Care



Activated Insights

1,812 EMPLOYEES IN SENIOR CARE SURVEYED IN APRIL 2020

## Financial Hardships

40%

REPORTED  
FINANCIAL  
HARDSHIPS

- Family member laid off or had hours reduced
- More mouths to feed at home
- More supplies to buy for stockpile



## Uncertainty/Panic

- *"I only have 20 hours of PTO left... if I get quarantined, can I go negative?"*
- *"Our census is decreasing so fewer hours..what will happen as it slips more?"*
- *"I think my coworker has been exposed to the virus and I'm afraid. Do I need to continue working?"*

HAVE  
UNANSWERED  
QUESTIONS

20%

## Difficulty Finding Basics

80%

BASICS FOR  
HOME

- toilet paper
- eggs
- milk
- bread
- meats

FOR WORK  
SAFETY

- gloves
- masks
- sanitizer
- cleaners



## What Senior Care Providers Have Done to Meet Employee Needs

AREA OF STRUGGLE	BEST PRACTICES SHARED BY OTHER PROVIDERS
Financial hardships	<ul style="list-style-type: none"><li>• Hazard pay e.g. \$1.50-2.50/hour across the board pay raises</li><li>• Appreciation bonuses e.g. spot bonuses or one day extra per week</li><li>• Recognition programs e.g. nominated by ED/Director for a monetary award</li></ul>
Increased grocery bills	<ul style="list-style-type: none"><li>• Packing extra free bagged lunches to send homes with employees</li><li>• Offering discounted meal ordering 2-3x/week to take home</li></ul>
Difficulty finding basics	<ul style="list-style-type: none"><li>• Selling basics at the workplace (see image below)</li><li>• Toilet paper, bread, milk, and eggs are the most requested life necessities</li><li>• CEOs directly involved in finding and buying more masks, gloves, sanitizer, cleaning supplies</li></ul>
Childcare	<ul style="list-style-type: none"><li>• Childcare stipends or reimbursements e.g. \$10/hour for half of scheduled hours</li><li>• Arranging discounts with local daycares or encouraging employee care cooperatives</li></ul>
Uncertainty/panic	<ul style="list-style-type: none"><li>• Overcommunicating e.g. 30+ distinct employee communications per month</li><li>• Offering start-of-shift inspirational quotes, meditations, or vignettes</li></ul>
Sagging spirits	<ul style="list-style-type: none"><li>• Involving employees in «fun» pick me uppers for elders e.g. Drive by Happy Hours</li><li>• Singing and dancing at work</li></ul>



### Essentials for Health Care Workers

Starting April 10, 2020

We will sell essential items for health care worker who do not have time to shop including:

Toilet Paper Roll: \$0.75 (Max 4 rolls)

Paper Towels: \$0.90 (Max 2 rolls)

Eggs - 1DOZ: \$3.00

Milk - GAL: \$4.98 (1 per purchase)

All items are plus tax.

*An example from a **Great Place to Work** hospital system selling personal supplies.*