

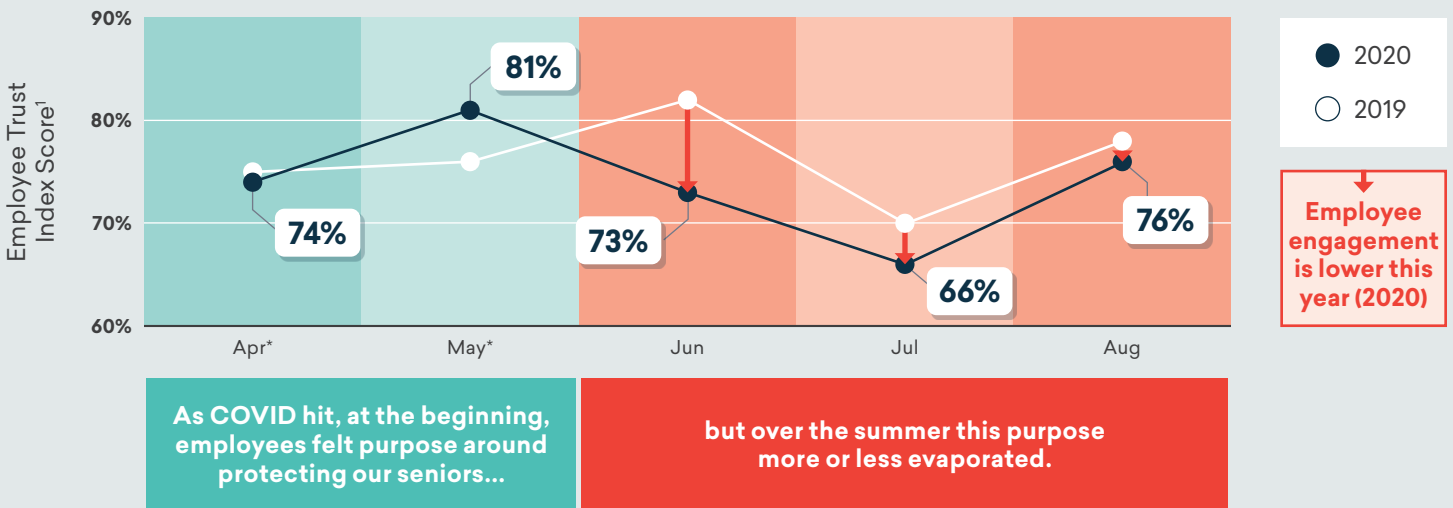
Senior care benchmarks: how has employee engagement and turnover changed during COVID?



Activated Insights

April 2019 to Aug 2020 Great Place to Work data from over 250,000 senior care employees

COVID impacting employment trends

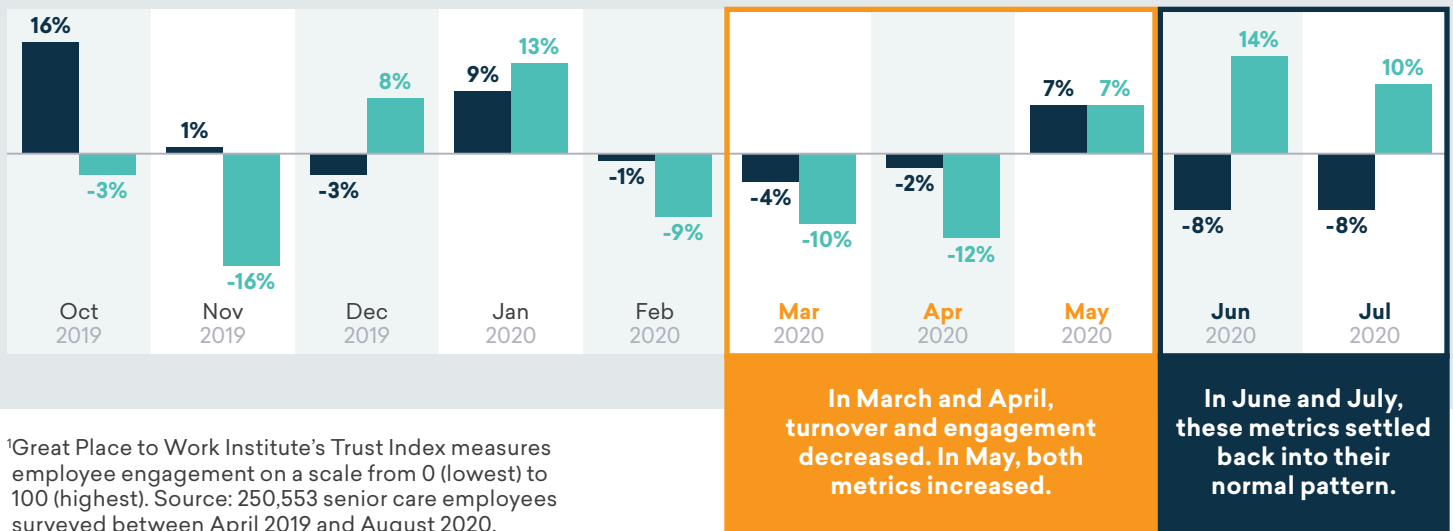


*The Trust Index score may have been skewed higher by selection bias in these months: senior care organizations who chose to survey employees in April and May were generally those who were more prepared with communication and protective equipment and supplies.

COVID sent a shock to the labor market

While turnover dropped as the economy crumbled, now the job market is hot for these same frontline staff..and turnover is increasing again, especially as happiness decreases on the job.

Senior Care Industry Benchmarks



*Great Place to Work Institute's Trust Index measures employee engagement on a scale from 0 (lowest) to 100 (highest). Source: 250,553 senior care employees surveyed between April 2019 and August 2020.

What senior care providers can do to engage employees during COVID

More appreciation and recognition

To your whole team



GOOD

Best practice examples:

Donated signs for your office and/or communities.

Family care parades with thank you signs to show appreciation to the staff



To small employee groups



EVEN BETTER

Best practice examples:

Weekly resident “clapouts,” where residents come out and clap during shift changes.

Gratitude trees where resident, family, and team member thank you’s for individual team members are posted as leaves or butterflies.



To individuals



BEST

Best practice examples:

Handwritten notes by a supervisor... or your CEO... thanking a person by name and with specifics on what they did that was “above and beyond.”

Accompany these notes with a small gift like a candybar or small bag of Hershey kisses.



How employees who feel appreciated sound:

“I hold my head high...This team goes out of their way to make EVERYONE feel important and special.”



“The CEO will stop by to find out himself how things are going at times. Nice guy and approachable. Also gives us a chance to discuss ideas.”



“I appreciate the respect I am given to do my job.”

“Coming in on your off days is acknowledged and appreciated.”

