

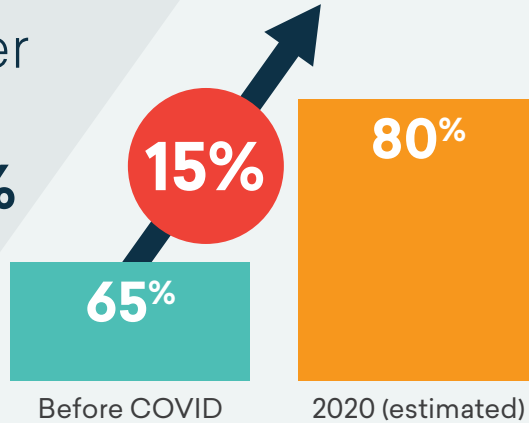
Our \$2 Billion Employee Turnover Problem

Here's how to calculate how much it's costing you and 4 strategies to decrease your turnover



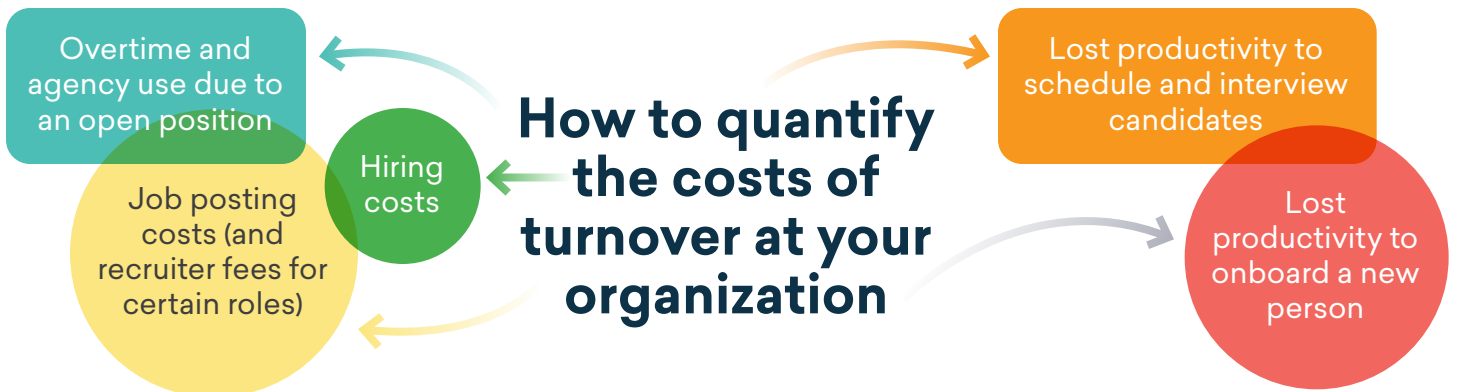
Why this topic matters in senior care

Employee turnover for our industry has increased **15%** during COVID



How to calculate turnover

Divide the number of terminated employees by the average headcount in a given time period



\$2,500 ← **\$** **\$** → **\$7,500**

Losses average **\$2,500** per terminated employee (across all employees, including part versus full time, manager versus frontline)

Even higher for direct care staff
Losses average **\$7,500** per full time caregiving/nursing employee

“Activated Insights led us to make targeted changes, and employee turnover plummeted by over 50% in half of our stabilized locations.”

Warren Spieker,
Continuing Life

Over \$2 billion in employee turnover results from multiplying the number of individuals employed in the sector by the industry's annual employee turnover rate by \$2500 per termination.



Activated Insights

For more insights and tips, please email hello@activatedinsights.com

activatedinsights.com

Which factors matter the most

Distance between home and work



The farther someone needs to travel to get to work, the higher the likelihood of turnover

Mission and purpose behind the work, followed by individual appreciation and recognition for making a difference

This is 'more than just a job'

from the Trust Index

The Role Matters



Part time employees have a higher likelihood of leaving

Non manager employees tend to leave more

Certain roles (server, caregiver) have higher employee turnover rates



Pay DOES matter... but only compared to the local market

If someone (e.g. a chef) can get paid much more for the same role in another industry that needs a chef, he or she is more likely to leave.

How an employee evaluates whether to leave or stay at your organization

Individual characteristics



- Distance between home and work
- Job performance

Employee engagement



- Satisfaction with aspects of the job
- Work purpose
- Intention to stay

Job and organization characteristics



- Company culture
- Department and role
- Pay for the role

External environment



- Pay relative to market
- Unemployment rate

What you can do to decrease employee turnover

What you can do

Impact areas

Specific tactics

Hire candidates more likely to stay

Individual characteristics

Given two equal candidates, hire the person who lives closer to work

Measure your company culture, then improve it

Job and org characteristics

Get Great Place to Work certified so you know your Trust Index score, how it compares to the industry, and where you can improve

Inspire and remind each person what they do matters

Employee engagement

Showcase your Trust Index employee engagement: highlight your high scores in pride and camaraderie

Benchmark each role's pay to market prices

External environment

Benchmark each role's wage level on an annual basis by market. Payscale Insights Lab is a compensation management system that a GPTW senior care provider has found helpful.

*This study is based on the data of over 250,000 senior care employees