

Most Common Concerns – Q3

2020

- COVID
- Food
- Care
- Staff
- Visit

2021

- Staff
- Food
- Care
- COVID
- Communication

*ultimately residents understand the pandemic, but don't understand the workforce crisis

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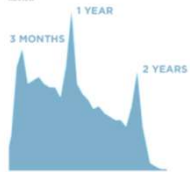
HERE'S WHAT WE KNOW ABOUT WORKFORCE IN SENIOR CARE

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When Employees Leave Their Jobs

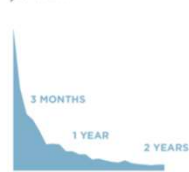
US AVERAGE

Harvard Business Review

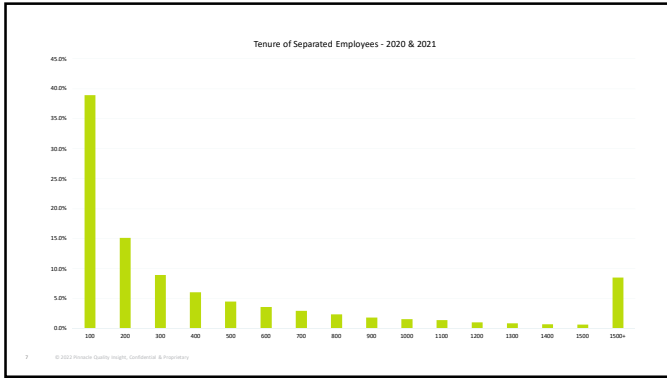


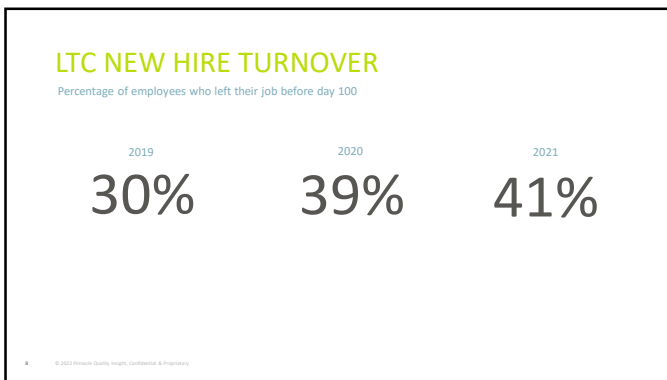
LTC AVERAGE

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Let's keep our staff with us for 100 days.

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THRIVING IN THE FIRST 100 DAYS

1. Onboarding and training
2. Systematic feedback from new hires
3. Focus on frontline management
4. Recognition
5. Creating a culture of love

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“No day is more stressful than your first day.”

JOEL TRAMMEL
The CEO Tightrope

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ONBOARDING AND TRAINING

- It's hard; it gets easier
- Are you rushing past onboarding?
- Evaluate the training process

Employees are 23% more likely to stay if their manager clearly explains their roles and responsibilities.

TINYpulse

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The Communication Pain Point

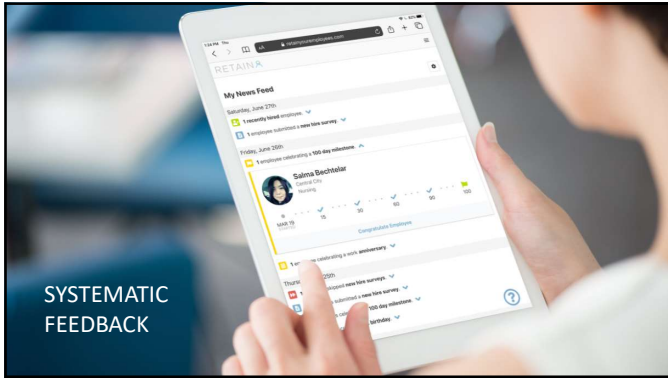
57%

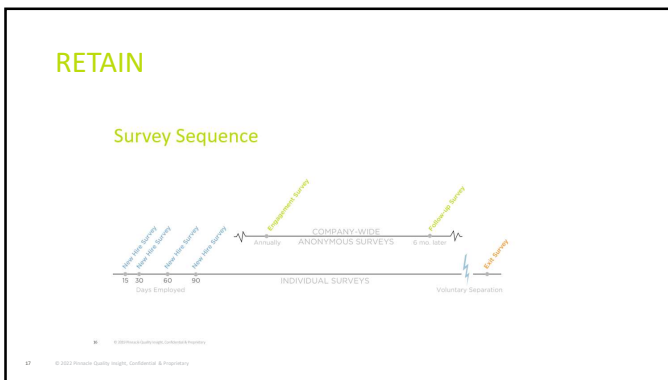
Employees report they are not given clear directions

69%

Managers are not comfortable communicating with their employees in general

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SYSTEMATIC FEEDBACK

- Milestone check-ins
- Communication: This is what we learned; this is what we'll do to improve
- Individual follow-up

✓ How is your job going?
 ✓ Do you need anything right now to be better at your job?

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50%

New hires who respond to a check-in survey are 50% more likely to stay.

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FOCUS ON FRONTLINE MANAGEMENT



FOCUS ON FRONTLINE MANAGEMENT

- Integrate individuals into teams
- Give leaders tools to develop their own teams
- Leadership by example

Employees are 12x more likely to be fully engaged if they trust their team leader.

Employees are 4x's more likely to quit if they rate their supervisor's performance as poor.

ADP Research Institute 2019

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RECOGNITION

- It's not above and beyond
- Celebrate 100 days
- Systematic recognition program

Employees are 2x more likely to be looking for a new job if they don't feel recognized for good work.

TINYpulse

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“Employees who felt they worked in a **loving, caring culture** reported higher levels of satisfaction and teamwork. They showed up to work more often.

Our research also demonstrated that this type of culture **related directly to client outcomes**, including improved patient mood, quality of life, satisfaction, and fewer trips to the ER.”

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A CULTURE OF LOVE

- The emotional aspect of work
- Broaden the definition of culture
 - “inner-facing” Pride/Joy internal feelings
 - “other-facing” Love/Caring how you respond to residents/families/co-workers
- What are you expressing to employees? Your emotions
- Policies that foster compassion
- Moments between employees

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QUESTIONS?

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