

Assisted Living Workforce Update



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Chelsea Senior Living, LLC



- 17 communities in NJ, NY & PA
- 2,000 beds
- Union and non-union
- AL, ALZ, IL, Geri-psych, Special Needs
- Last acquisitions were bankrupt or under-performing buildings
- Currently in a growth development mode



Workforce Update

- Review results of the Vacancy, Retention and Turnover Survey of 2011
- Discuss retention and turnover in assisted living (retain the best employees)
- Workforce updates and trends affecting assisted living
- Questions

Vacancy, Retention, and Turnover Survey 2011

Vacancy, Retention, and Turnover

- NCAL launched the first national survey for assisted living in January 2010
- Fourth annual survey launched January 2013 – collecting data now!
- Supported by Leading Age, ALFA, and ASHA
- Links to results on NCAL's Website

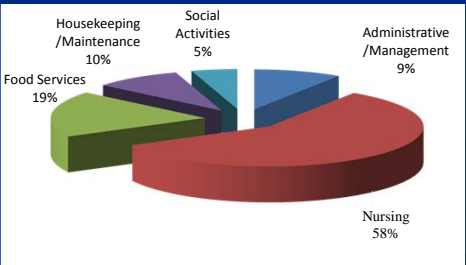
Vacancy, Retention & Turnover Key Findings

- Overall Retention rate: 71.0% (71.0 – 84.0%)
- Overall Vacancy rate: 2.0% (0.0 – 3.0%)
- Overall Turnover rate: 25.0% (12.0-29.0%)

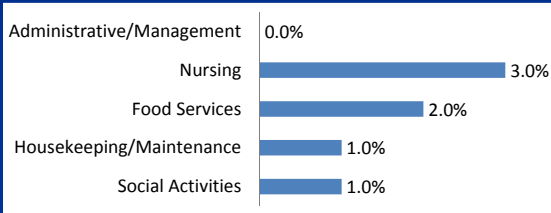
Assisted Living Job Category and Job Position Survey

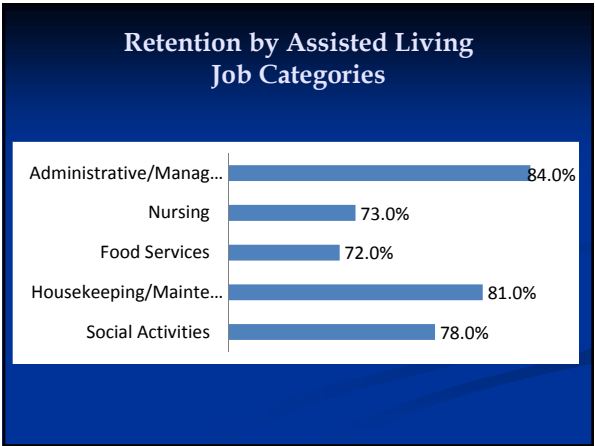
Assisted Living Job Category	Assisted Living Job Position
Administrative & Management	Administrator/Executive Director
	Director of Marketing
	Other Office Staff
Nursing	Director of Nursing (DON)/Wellness & Director of Resident Services
	Staff Registered Nurse (RN)
	Licensed Practical Nurse (LPN)
	Certified Nurse Assistant (CNA)
	Resident Caregiver (non-certified)
	Medication Aide
	Other Nursing Staff
Food Services	Dietician Director/Head Chef
	Dietician Aide/Dining Staff
Housekeeping & Maintenance	Housekeeper
	Maintenance Worker
Social Activities	Director of Activities
	Activity Staff

Percentage Breakdown of Total Assisted Living Employees by Job Category

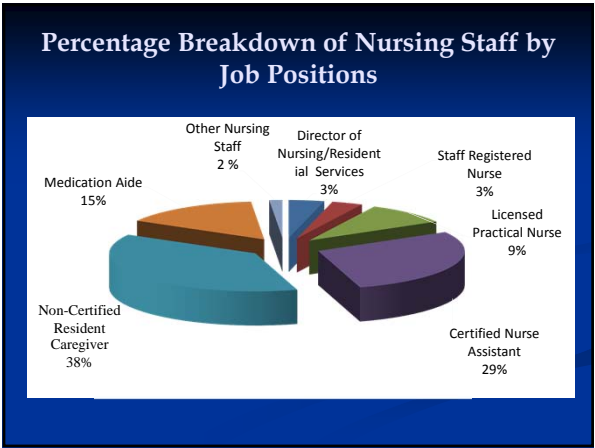


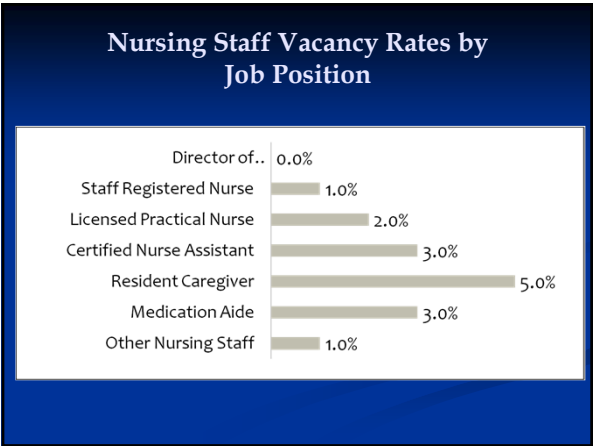
Vacancy Rates by Assisted Living Job Categories

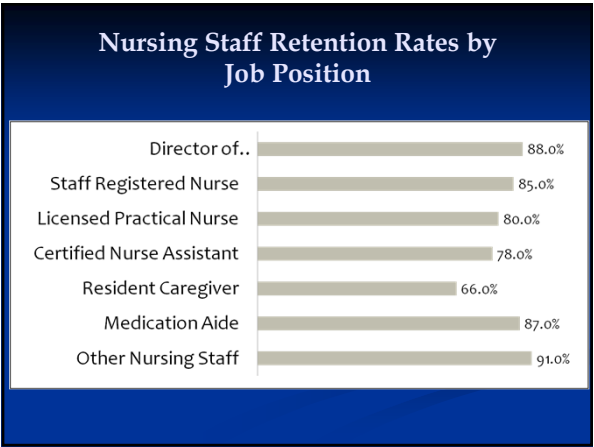


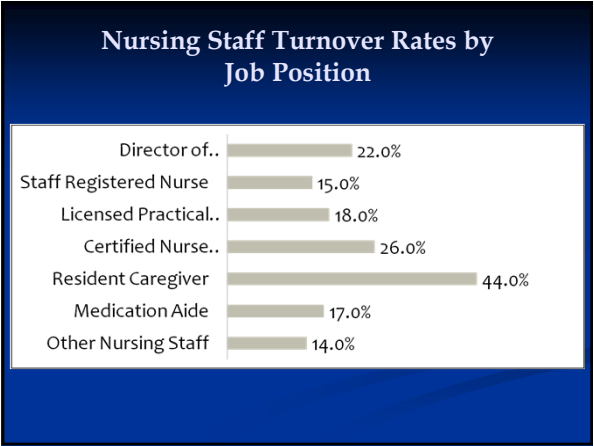












2012 Vacancy, Retention, & Turnover Survey

- Collecting data now!
- The survey is open until May 17, 2013
- Can submit the survey:
 - ✓ Via Survey Monkey
 - ✓ Email
 - ✓ Fax
 - ✓ Mail

Visit www.ncal.org for more information

What is a great place to work?

- You have pride in what you do
- You trust the people you work for
- You enjoy the people you work for
- Overall feeling that you are a valuable member of the team

Having Pride in What You Do

Having Pride in What You Do

MISSION STATEMENT:

A feeling widely shared that daily activities and tasks fit the theme of a larger purpose.

Trusting the People You Work For

- Wages and Benefits
- Recognition
- People have access to all the resources they need to be successful
- Open communication between all levels of the company
- Drive learning and involvement into every area of the company
- FAIR – REASONABLE - CONSISTENT

Enjoy the People You Work For

- Team camaraderie
- Celebrate and have fun
- Recognize and reward

**Introductory Periods and
On-Boarding**

- First impressions
- First 90 days
- Follow up

Performance Evaluations

- 90 days
- Annually
- Goals
- Growth

Staff Surveys

- Yearly
- Anonymous
- Drill down
- Staff meeting on results

Staff Surveys

	1=Less Satisfied	5= Very Satisfied	Score
1.	Do you feel valued?		
2.	Do you feel that you are recognized by your supervisor for doing a good job?		
3.	Do you feel you add value to the community and to the residents?		
4.	Do you feel you are an important member of the team?		
5.	Do you understand the required duties of your job?		
6.	Do you feel you receive proper training and have the tools to be successful at your job?		
7.	Do you feel your supervisor provides proper communication about policies and changes?		
8.	Are you satisfied with the employee benefits?		

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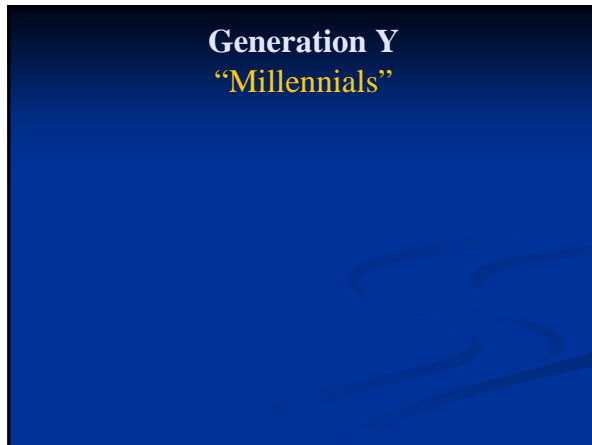
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✓ What do you like most about your job?

✓ What changes would make your job more satisfying?

Continuity At All Levels Is Important At All Levels





- Generation Y
“Millennials”**
- Fastest growing segment of the workforce
 - Tech savvy : “Put the smart phone away!”
 - Want high pay and fewer hours worked; want everything now
 - They are “smarter” than the previous generations
 - Crave attention
 - Not afraid to question authority

How to Manage Generation Y

- Mentors and immediate supervisors are key
- Constant attention, feedback and guidance
- Frequent praise and reassurance
- Nurture development of their careers

**Being a good company is a
labor of love...**

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“Marriages are not made in heaven, nor
are jobs. Both are close relationships
that are worked on daily.”

Larry Quadrocci
Founder, Quad Graphics

Trends In the Assisted Living Workforce

- NLRB – Unionizing
- Social media
- Obama Care

QUESTIONS?
