Not all of your employees are equally satisfied. How can you keep employees happy regardless of when they work?

Employee Satisfaction Varies Based on Shift

**Satisfaction with facility by shift**

<table>
<thead>
<tr>
<th>Shift</th>
<th>% Top 2 Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>Days</td>
<td>70%</td>
</tr>
<tr>
<td>Evenings</td>
<td>68%</td>
</tr>
<tr>
<td>Nights</td>
<td>64%</td>
</tr>
<tr>
<td>Rotating</td>
<td>59%</td>
</tr>
</tbody>
</table>

Based on an analysis of survey responses collected by NRC Health (formerly My InnerView by National Research Corporation).

Learn more at nrchealth.com.
See how residents and families rated staff at facilities across the nation, based on CoreQ survey results.

Based on an analysis of CoreQ survey responses collected by NRC Health (formerly My InnerView by National Research Corporation).

Learn more at nrchealth.com.
Skilled Nursing Facilities have seen a 9.5% increase in their scores for willingness to recommend since 2008. Ask us how they improved.

Based on an analysis of survey responses collected by NRC Health (formerly My InnerView by National Research Corporation).

Learn more at nrchealth.com.
Did you know 77% of consumers begin their healthcare search online? Ask us how to improve your online presence.

Based on an analysis of survey responses collected by NRC Health (formerly My InnerView by National Research Corporation).

Learn more at nrchealth.com.
Would employees at your Assisted Living Community recommend the organization as a place to work? Ask us how you can improve the top five key drivers.

Based on an analysis of the 2016 Assisted Living National Data collected by NRC Health (formerly My InnerView by National Research Corporation).

Learn more at nrchealth.com.
Residents and families compare multiple options before selecting an assisted living community. Ask us how you can stand out from the competition and drive occupancy.

| Average number of assisted living communities visited before making selection |
|-----------------------------|---------------------------------|
| 2                           | 78% visited at least two communities |
| 3                           | 53% visited at least three       |
| 4                           | 27% visited at least four        |
| 5                           | 13% visited five or more communities |

Based on an analysis of survey responses collected by NRC Health (formerly My InnerView by National Research Corporation).

Learn more at nrchealth.com.
The first 1-3 months is an instrumental time to engage your new hires—are your current onboarding initiatives resulting in prepared and engaged employees?

What percent of your new employees feel they are unprepared to do their job?

Based on an analysis of the 2016 Skilled Nursing New Employee National Data collected by NRC Health (formerly My InnerView by National Research Corporation).

Learn more at nrchealth.com.
Healthcare consumers are looking online and at social media for healthcare information more today than ever before. Ask us how we can help improve your online presence.

What social media channel do consumers use most frequently as a healthcare resource?

- Facebook: 81%
- YouTube: 41%
- Twitter: 24%
- Pinterest: 16%
- LinkedIn: 14%
- Instagram: 13%
- Vine: 4%
- FourSquare: 3%
- Other: 5%


Learn more at nrchealth.com.
Studies show higher customer experience scores can positively impact your rehospitalization rates.

How do Experience scores affect Rehospitalization rates?

- Blue = Average Rehospitalization Rate Quartiles
- Orange = Rate as a place to live’ Quartiles (Family)

Based on an analysis of Nursing Home Compare data and a 2017 study by NRC Health (formerly My InnerView by National Research Corporation).

Learn more at nrchealth.com.
Online ratings and reviews are integral in the consumer’s decision-making process when selecting a provider. Ask us how you can optimize verified consumer ratings and reviews on your website.

### Importance of online ratings and reviews when selecting a long-term care provider

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>73%</td>
<td>Of all consumers think ratings and reviews are important</td>
</tr>
<tr>
<td>70%</td>
<td>Of consumers 65+ think ratings and reviews are important</td>
</tr>
</tbody>
</table>

Based on an analysis of survey responses collected by NRC Health (formerly My InnerView by National Research Corporation). N = 24,164.

Learn more at nrchealth.com.
Only 20% of consumers 65+ have trust in LTC providers—but 73% see the importance of having a LTC plan in place. How are you gaining consumer trust?


Learn more at nrchealth.com.
Engaged employees are more loyal and, not only drive their own performance, but the performance of the organization. Are your employees progressing at the right level? Ask us how we can help drive engagement across your community.

Level of assisted living employee engagement based on length of employment

- **Integrating commitment**: 30%, 29%, 30%, 28%, 34%
- **Aligning commitment**: 0%, 37%, 36%, 34%, 36%, 38%
- **Establishing commitment**: 5%, 7%, 11%, 10%, 9%, 10%, 8%
- **Passively disengaged**: 93%, 90%, 18%, 21%, 22%, 20%, 17%
- **Actively disengaged**: 2%, 3%, 4%, 4%, 5%, 6%, 4%

<table>
<thead>
<tr>
<th>Length of employment</th>
<th>Less than 1 month</th>
<th>1 - 3 months</th>
<th>3 months - 1 year</th>
<th>1 - 2 years</th>
<th>2 - 5 years</th>
<th>5 - 10 years</th>
<th>10+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrating commitment</td>
<td>30%</td>
<td>29%</td>
<td>30%</td>
<td>28%</td>
<td>34%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aligning commitment</td>
<td>0%</td>
<td>37%</td>
<td>36%</td>
<td>34%</td>
<td>36%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Establishing commitment</td>
<td>5%</td>
<td>7%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Passively disengaged</td>
<td>93%</td>
<td>90%</td>
<td>18%</td>
<td>21%</td>
<td>22%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Actively disengaged</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Based on an analysis of NRC Health Assisted Living Employee Engagement Surveys.

Learn more at nrchealth.com.
When it comes to what residents and staff want, we can help you stop wondering and start understanding.

Learn how at nrchealth.com