



# Long-term care insights

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2017

**nrc**  
HEALTH

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



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

**Learn more at [nrchealth.com](http://nrchealth.com).**

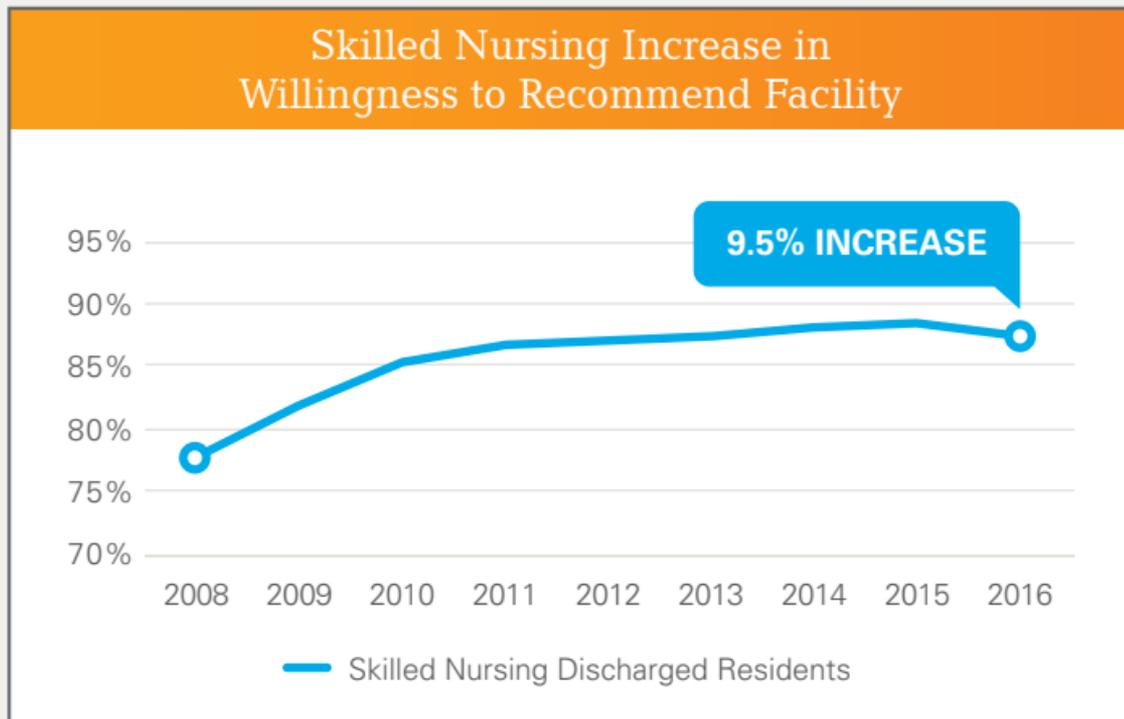
See how residents and families rated staff at facilities across the nation, based on CoreQ survey results.



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

**Learn more at [nrchealth.com](http://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.

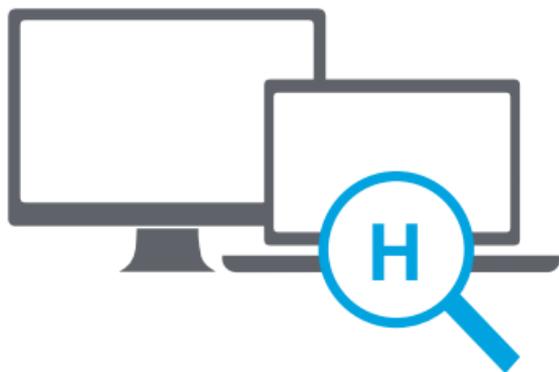


*Based on an analysis of survey responses collected by NRC Health (formerly My InnerView by National Research Corporation).*

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

## Why Focus on Transparency?



**77%**  
of consumers begin their  
healthcare search online

2015 Healthcare Consumer Trends Survey

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

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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.

## Top 5 Key Drivers Why Employees Would Recommend an Assisted Living Community



01

Care (concern) of management

02

Assistance with job stress

03

Attentiveness of management

04

Clear expectations by management

05

Supporting career development

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

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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

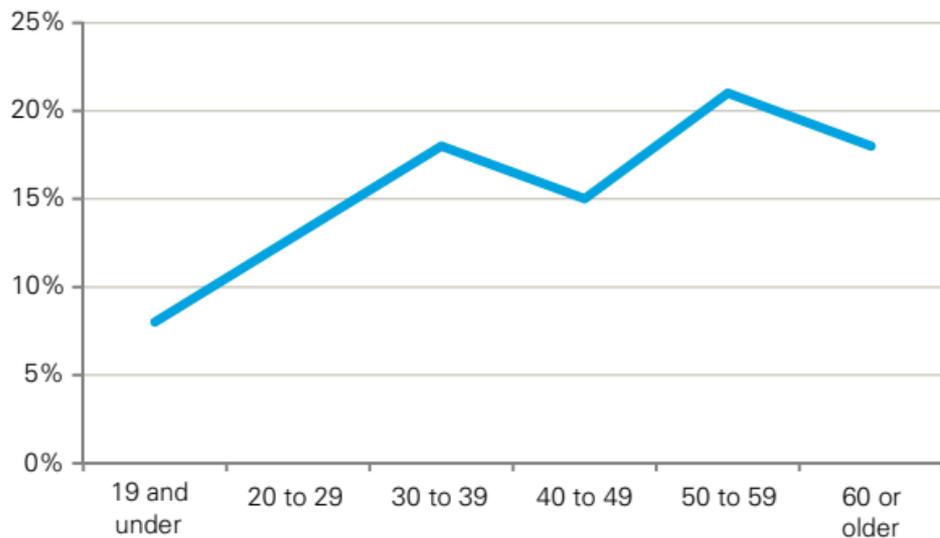


*Based on an analysis of survey responses collected by NRC Health (formerly My InnerView by National Research Corporation).*

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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?

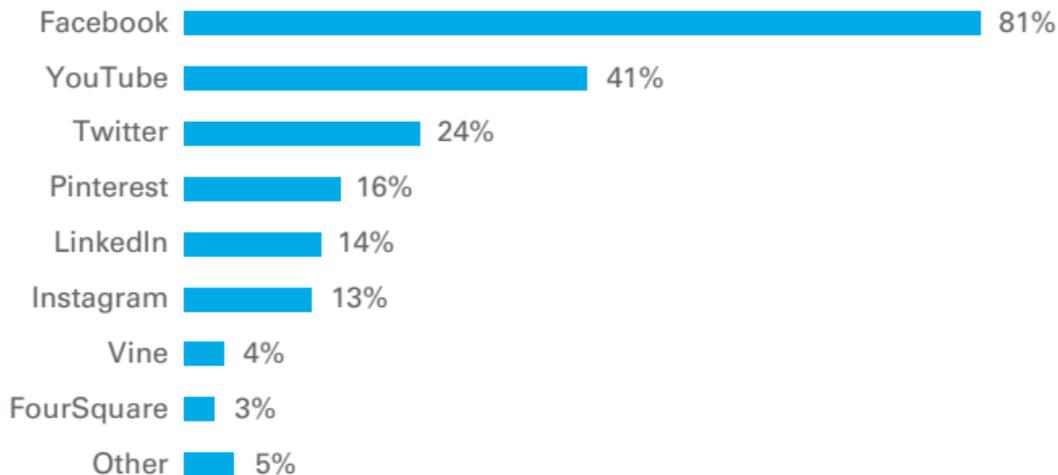


*Based on an analysis of the 2016 Skilled Nursing New Employee National Data collected by NRC Health (formerly My InnerView by National Research Corporation).*

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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.

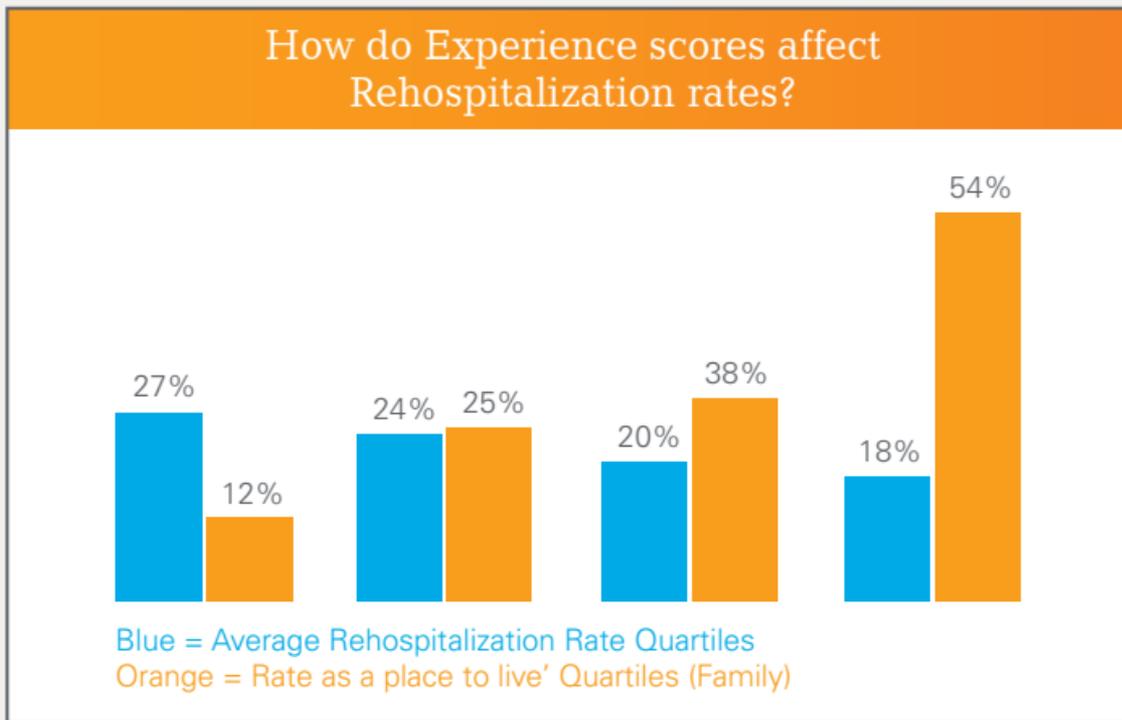
## What social media channel do consumers use most frequently as a healthcare resource?



*Based on an analysis of a 2015 NRC Health Market Insights Consumer Perception Study.*

***Learn more at [nrchealth.com](http://nrchealth.com).***

Studies show higher customer experience scores can positively impact your rehospitalization rates.



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

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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



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

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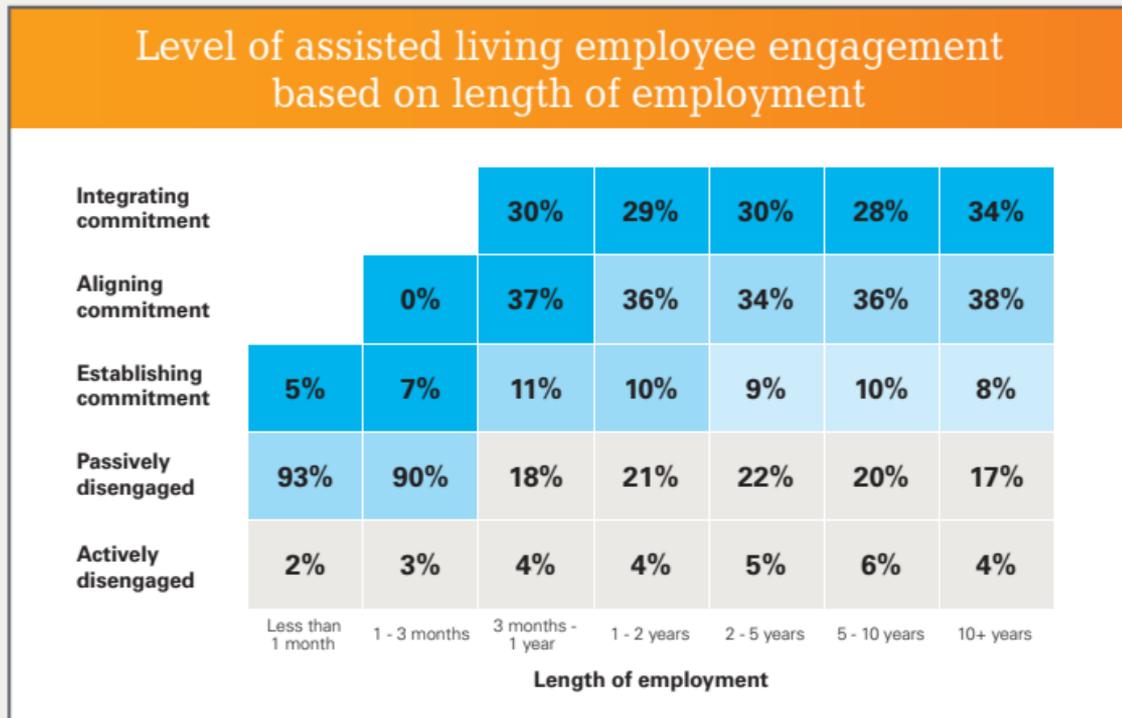
Only 20% of consumers 65+ have trust in LTC providers—but 73% see the importance of having a LTC plan in place. How are you gaining consumer trust?



*Based on an analysis of a 2017 NRC Health Market Insights Consumer Perception Study.*

**Learn more at [nrchealth.com](http://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.



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

***Learn more at [nrchealth.com](http://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](http://nrchealth.com)

