

Workforce Engagement improves culture and decreases turnover

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9%↑

IMPROVEMENT IN EMPLOYEE
"WOULD RECOMMEND" SCORES

4%↑

IMPROVEMENT IN CUSTOMER
"WOULD RECOMMEND" SCORES

27%

DECREASE IN EMPLOYEE
TURNOVER IN NINE MONTHS

SUMMARY

For Diversicare there is a clear connection between engaged team members and performance excellence. Diversicare's leaders are passionate in their pursuit of performance excellence and desire to build a cohesive culture of service. Diversicare had to find a way to scale their culture across each of their centers. Knitting together the system's 60+ centers, and more than 10,000 team members, proved to be an enormous challenge. Using NRC Health's Workforce Engagement, Diversicare quickly found results.

"There's a lot to fall in love with, at Diversicare, but there was so much variability from center to center to center. We wanted the experience of working at Diversicare to feel much more unified. That's why we partnered with NRC Health."

—Leslie Cunningham Campbell,
Chief Operating Officer, Diversicare

OPPORTUNITY

Diversicare, a Tennessee-based senior living system with 60+ centers faced a considerable challenge – unifying each center's unique culture under a single standard of excellence. 60+ different approaches to mission statements, team member engagement, attendance policies, and on-boarding processes, etc. posed quite a challenge to the leadership team.

SOLUTION

Diversicare's leaders wanted to rally their nearly 10,000-member team under a single, coherent culture of service. The challenge of wanting to continue to value the distinct identities of each of its centers is why they turned to NRC Health's Workforce Engagement Solution. This is a comprehensive platform for employee intelligence. The solution uses short, targeted surveys to capture a complete and candid picture of staff morale by exploring two dimensions of team members' working lives—Quality of Leadership and Quality of Workplace. Engagement questionnaires uncover the trends that correlate to crucial measures of employee attrition and customer satisfaction.

RESULTS

With such a thorough and multi-pronged approach, it's no surprise that Diversicare's efforts quickly produced important benefits.

1. REDUCTION IN EMPLOYEE TURNOVER

Year-over-year employee turnover **went from 112% to 85%**

2. JOB SATISFACTION ON THE RISE

Employees who recommend Diversicare as an employer **increased from 28% to 37%**

3. CUSTOMER EXPERIENCE SHARPLY IMPROVED

Customer's "Would Recommend" scores **increased from 53% to 57%**

4. AWARD-WINNING CULTURAL CHANGE

LEARN MORE

For more on Workforce Engagement solutions from NRC Health, call 800.388.4264 or visit nrchealth.com/demo.