



NEWS RELEASE

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For Immediate Release

Satisfied Workforce Enhances Nursing Home Consumer Satisfaction

National Study Contradicts Common Belief of Low Consumer Satisfaction in Nursing Homes

Wausau, WI – May 21, 2008 – My InnerView—an independent research firm—today released a report that shows a majority of both consumers (82%) and employees (70%) rate their nursing home as “excellent” or “good,” and would recommend the facility as a place to receive care. The report, *2007 National Survey of Consumer and Workforce Satisfaction in Nursing Homes*, indicates that best-in-class facilities—those whose employees are most likely to recommend the nursing home as an “excellent” place to work—also have the highest levels of consumer satisfaction.

The report is based on the largest dataset ever assembled about resident, family and employee satisfaction in America’s nursing homes. The size of the national consumer satisfaction database increased 106 percent between 2005 and 2007. Between 2006 and 2007, the size of the workforce satisfaction database grew 52 percent. A total of 146,382 nursing home residents and their family members, and 161,908 nursing home employees in all 50 states and the District of Columbia responded to the national survey in 2007.

“A dataset this size is a powerful resource for consumers, providers, payers, and policy makers. The data collected show a strong correlation between resident and employee satisfaction – a nursing home with a satisfied workforce is a nursing home with satisfied residents and family members,” notes Neil Gulsvig, Chief Executive Officer, My InnerView. “By integrating the voices of residents, families, and employees into discussions about quality, the nursing home profession is creating a dynamic definition of quality that takes into consideration the growing emphasis upon consumer choice.”

Those working in nursing homes identify that management practices are one of the most important drivers of satisfaction. Findings illustrate that when management listens to and cares about employees, it results in a more satisfied and engaged workforce. “We find that management who listens and cares about their staff is an important key to a nursing home’s performance,” notes Gulsvig. “Quality improvement begins with leadership—it is the primary opportunity to increase workforce satisfaction.”

The findings summarized in this groundbreaking report provide a view of the current state of nursing home performance from the perspective of those who know best—residents, their families, and the people who work there. “The availability of these data fosters greater transparency in an era of ever-increasing demands for consumer-driven healthcare choices,” explains Gulsvig.

For a copy of the *2007 National Survey of Consumer and Workforce Satisfaction in Nursing Homes*, visit www.myinnerview.com, or call (715) 848-2713.

About My InnerView

My InnerView is the nation’s leading provider of knowledge management applications for the senior care profession. By maintaining the profession’s largest private database of quality customer and workforce satisfaction metrics, My InnerView is able to provide leaders in assisted living, senior housing, and skilled nursing professions with the information to properly align their operational sectors in an effort to improve performance enterprise-wide. My InnerView provides resources to more than 7,400 senior care providers across the nation.

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