
NEWS RELEASE

Contact: Jessica McMullen
jmcullen@myinnerview.com
866-873-8154

Consumers, workforce willing to recommend nursing home

*Majority of nursing home consumers willing to recommend facility;
workforce recommendation improves for third straight year*

Wausau, WI – July 13, 2010 – The *2009 National Survey of Consumer and Workforce Satisfaction in Nursing Homes* released today by independent research firm My InnerView shows a majority (85%) of consumers (residents and their families) report their willingness to recommend their facility as either “excellent” or “good.” Sixty-eight percent (68%) of employees recommend their facility as a place to work as either “excellent” or “good.” The recommendation of nursing homes shows incremental improvements every year since My InnerView began conducting research on these trends in 2005.

Overall, the number of consumers who would recommend a long-term care facility remains high at 85%, four percentage points higher than 2005. The number of residents who would recommend a nursing home increased by one percentage point over 2008. The likelihood of families to recommend a facility remains essentially unchanged, just one percentage point lower than in 2008.

Across the entire workforce, the report shows an increase in employees willing to recommend the facility as a place to work. Satisfaction among nurses and nursing assistants remains lower than the satisfaction of employees in other job categories; however, both types of workers have become more satisfied with their facilities since 2006, showing a sustained upward trend.

For the first time in any national survey of nursing homes, the 2009 National Report goes beyond reporting quantitative data, and identifies and rates key words in the comments (or answers) respondents provided to open-ended questions. Using content analysis, factors identify what matter most to consumers and workers, and at the same time determines how positive or negative those factors are perceived to be.

“This is by far the largest database ever collected about the willingness to recommend a facility by residents, families and employees in America’s nursing homes,” said Neil Gulsvig, president, My InnerView. “This report is useful to consumers — who want more information when choosing a nursing home — as well as providers and policymakers — who are warranted to demonstrate value to these consumers and taxpayers. The data allow nursing home leaders and public policymakers to more precisely target quality issues and workforce retention efforts.”

Copies of the *2009 National Survey of Consumer and Workforce Satisfaction in Nursing Homes*, can be downloaded at www.myinnerview.com. For additional information, contact Jessica McMullen at 866-873-8154 or jmcullen@myinnerview.com.

About My InnerView:

By maintaining the profession’s largest private database of quality customer and workforce satisfaction metrics, My InnerView gives leaders in assisted living, senior housing and skilled nursing professions the research, insights and solutions that matter most to providing the highest quality of care and service. My InnerView works with more than 9,000 senior care providers throughout the United States.