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## NEWS RELEASE

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For Immediate Release

**My InnerView Unveils Workforce Commitment Assessment to Help Senior Care Providers Better Understand Employees, Serve Customers**

WAUSAU, Wis., Jan. 20, 2009 – My InnerView today introduced a new tool designed to help senior care providers align organizational workforce satisfaction with commitment in order to drive employee engagement and effectiveness throughout senior care organizations.

The new workforce commitment assessment can provide senior care leaders with insight and knowledge to increase employee engagement and effectiveness, improve retention and ultimately, provide a higher level of care and service to customers.

“Effective, committed employees drive organizational excellence,” said Brad Shiverick, chief quality officer, My InnerView. “Senior care leaders facing today’s realities understand that an employee here today doesn’t guarantee they’ll be here tomorrow. So what are providers doing about it? They need to be monitoring, measuring and positively influencing commitment within their organizations.”

My InnerView research suggests that committed employees generally support the mission of the organization, enhance their own work skills, influence co-workers positively and achieve efficient and effective outcomes. Satisfied and committed employees tend to stay longer with the organization, positively affect customer service and organizational economic growth and understand their role and their impact in providing high quality services.

“Although an employee may seem satisfied, it doesn’t necessarily mean that they are committed to an organization. Ultimately, leaders looking to drive organizational excellence and truly improve the quality of care and service they deliver will be employing staff that are not only satisfied, but also effective, engaged and committed to their organization,” said Shiverick.

The new survey tool drills into eleven questions that specifically relate to an employee’s level of engagement and effectiveness. Data is collected and analyzed by My InnerView. Web-based reporting features allow providers to receive an integrated view of workforce satisfaction and commitment.

To learn more about My InnerView’s employee commitment survey or other tools, visit [www.myinnerview.com](http://www.myinnerview.com) or call 715-848-2713.

About My InnerView: My InnerView provides senior care leaders with progressive thought leadership, groundbreaking professional research and initiatives, unparalleled experience and OPIS—the one whole solution for organizational performance improvement. Additionally, My InnerView maintains the profession’s largest private database of employee and customer satisfaction metrics.

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