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## NEWS RELEASE

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**For Immediate Release**

**Nursing home consumer, workforce satisfaction reaches new highs**  
*Report identifies opportunities for improvement amidst high satisfaction levels*

Wausau, WI – May 27, 2009 – Nursing home consumer satisfaction has reached its highest level since 2005, while workforce satisfaction is at its highest level since 2006 says a new report.

The *2008 National Survey of Consumer and Workforce Satisfaction in Nursing Homes* released today by independent research firm My InnerView shows a majority (85%) of consumers report their satisfaction as either “excellent” or “good.” Sixty-six (66) percent of employees recommend their facility as a place to work as either “excellent” or “good.” These satisfaction levels are at their highest levels since My InnerView began conducting research on these trends in 2005, and have increased by three percentage points since 2007, yet the report shows that the workers most directly involved in patient care are the least satisfied employees.

Increases in survey participation have driven the size of the report’s database to an all time high. Every year since 2005, the number of nursing homes participating in the voluntary surveys has increased — reaching one in every three facilities in the United States as of 2008. According to the report, responses from 223,449 employees, 54,711 residents and 146,949 family members in 5,075 nursing facilities across the United States are included in the study.

“This is by far the largest database ever collected about the levels of satisfaction among residents, families and employees in America’s nursing homes,” said Neil Gulsvig, president, My InnerView. “This report is useful to consumers, providers and policymakers because it establishes important benchmarks about consumer and workforce satisfaction in the nation’s nursing homes and increases transparency overall. The data allows nursing home leaders and public policy makers to more precisely target quality issues and workforce retention efforts.”

Although satisfaction levels are high, the report states that job stress is a significant opportunity for leaders to address in order to improve nurse and nursing assistants’ satisfaction, while meeting resident choices and preferences is one of the top priority items for improving resident and family satisfaction. Other highlights of the report include data that support the view of aligning financial incentives with organizational performance.

Copies of the *2008 National Survey of Consumer and Workforce Satisfaction in Nursing Homes*, can be downloaded at [www.myinnerview.com](http://www.myinnerview.com). For additional information, contact Elizabeth Knight at (715) 848-2713 or [eknight@myinnerview.com](mailto:eknight@myinnerview.com).

**About My InnerView:** By maintaining the senior care profession’s largest database of 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 practices to improve performance and business outcomes. My InnerView provides resources to more than 8,000 senior care providers across the nation and is the leading provider of satisfaction surveys to the senior care profession.