

Executive Summary

2011-2012 NATIONAL SURVEY OF CUSTOMER AND EMPLOYEE SATISFACTION IN ASSISTED LIVING COMMUNITIES



Introduction

Assisted living organizations play a unique and vital role in the long term care continuum. Providing a home, services, and community to approximately 1 million people, giving them a place to maintain their independence along with the support to do so, these communities are often the optimal option for seniors and their families. It is especially important to understand this fundamental fact as the American population shifts to an increasing portion of individuals who are older, with more chronic conditions and functional limitations, yet longer life expectancies.

Residents and their family members, as well as the caregivers and staff they work with every day, provide rich information about the quality and value that these communities offer through standardized surveys that were developed specifically for the assisted living profession. The base for the 2011-2012 National Research Report includes nearly 44,000 residents and families, and almost 20,000 employees. This represents more than 1,500 communities nationwide.

This information provides the foundation for an important collection of activities of individual assisted living communities and the profession as a whole, from continuous service improvement to employee engagement to critical public relations and advocacy efforts.

Highlights of Findings

While assisted living communities have a considerable amount of both resident and employee turnover, there is also a contingent that offers a consistent presence and a more tenured perspective in responding to surveys.

- Almost one out of three (31%) residents who responded to the satisfaction survey self-reported that they had resided in the community for more than three years, while 37% reported one to three years.
- More than one out of every four (28%) employees cited working for their community five years or longer.

- Data provided by families also demonstrates a familiarity and first-hand experience with the communities—75% of survey respondents reported that they visit their family member at least once per week.

The data in this year's National Research Report demonstrates that the vast majority of customers—both residents and family members—are satisfied with their assisted living communities.

- Fully 91% of residents and 92% of family members provided either a "good" or "excellent" response to the global questions asking about their overall satisfaction and how they would recommend the community to others as a place to receive care.
- Employees ratings for overall satisfaction and recommendation of a community as a place to work are also relatively high, ranging from 66% to 72%, depending on the item and the group of employees.
- Personal care assistants provide slightly lower rates of "good" and "excellent" responses while non-caregivers offer higher rates. Scores from nurses are in between the other two groups.

Further analysis of the data provided a deeper understanding of what leads residents, families, and employees to offer a positive recommendation of their communities as either a place to receive care or a place to work.

- The top drivers for both customers and employees look similar, and reinforce the importance of personal relationships within the profession and the personal characteristics of its employees and leaders.
- Responsiveness of management and staff, and care (concern) of staff, are among the list of the top drivers of family and resident satisfaction. Similar in nature, care (concern) and attentiveness of management, along with assistance with job stress, are the top three drivers of recommendations for all categories of employees.

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