



**Fall Management Solution**

**Whitepaper**

**Senior Living  
Staff Retention Playbook**

## 5 Proven Strategies to Increase Employee Retention and Reduce Operational Costs in Senior Living

Staffing turnover in senior care has reached an all-time high at an annual rate of 48.5% among all employees and 68.1% among resident assistants and personal care aides.<sup>1</sup> At a sunk cost of roughly \$2,200 per employee, staff turnover is expensive for your business and results in lower resident satisfaction, quality of care and occupancy.



Staff leaves for a myriad of reasons, but what if a few simple changes could transform the trajectory of your organization? Luckily there are proven strategies to increase staff retention in senior living that ultimately improve quality of care, decrease costs and affect your bottom line. Properly empowering and equipping your staff for success can mean a difference of hundreds of thousands of dollars and better-quality care and safety for residents. Data shows that just a 1% increase in employee satisfaction results in a 17% increase in resident and family satisfaction and a 19% decrease in falls, one of the most costly challenges in senior care.

This Senior Living Staff Retention Playbook outlines five critical strategies for increasing staff retention and satisfaction while improving resident safety and quality of life and decreasing operational costs.

## Top Tips for Senior Living Staff Retention

### 1. Offer High-Growth Career Paths & Comprehensive Training

Developing employee career paths is critical for retention and grooming the next generation of senior living leaders. When employees know they are joining an organization that values long-term growth and they have a clear path to their next career milestones, retention and satisfaction increase. Career path development should include:

- An initial skills assessment to measure competency, characteristics, strengths and weaknesses.
- An individual development plan that outlines a clear path to achieving career aspirations.
- Cross-training programs to teach employees new skills and keep them stimulated and engaged.
- Training on new technologies and tools to help staff optimize performance.

Developing clear career paths holds both the employee and employer accountable for success. It also shows that management has a vested interest in employee development.



## 2. Prioritize Transparency & Clear Communication

Creating trust, building morale and lowering stress are just a few reasons to prioritize clear communication and transparency in the workplace. A transparent culture also leads to more engaged workers and higher retention. In addition, transparency creates trust in all directions, including employers depending on staff for essential tasks and staff trusting that employers have their best interests in mind.

- To ensure clear communication at every level of your organization, assuring company news trickles down to all employees in a timely and intentional manner.
- Leadership teams must engage with direct-care staff, take time to explain decisions and encourage frequent input and feedback.



## 3. Provide Advanced Tools & Technology

Organizations augmented by automation technologies are 33% more likely to be ‘human-friendly’ workplaces, where employees are 31% more productive.<sup>3</sup> Organizations see a 26% employee-performance boost when they amplify their people investment with a simultaneous investment in automation and AI. Incorporating technology solutions also increases seniors’ safety, security and freedom. So, where can advanced technology and automation have the most significant impact on senior living?

### Fall Detection

KamiCare is the AI-based fall detection and management solution that detects falls with higher than 99% accuracy and quickly alerts caregivers and family members. Senior falls are the most common liability insurance claim and one of the biggest challenges for frontline workers. Implementing technology and tools that help staff provide more effective care and reduce workload and frequency of falls goes a long way. For example, fall detection technology that optimizes caregiving with automation and artificial intelligence is proven to increase staff retention.

- KamiCare detects falls in real-time and eliminates false alerts.
- Caregivers and staff are notified immediately, reducing the risk of serious injuries caused by falls while improving fall prevention practices.
- The fall sensor runs AI continuously to detect falls.
- Once a fall is detected, a blurred and encrypted video is sent to the KamiCare expert center for verification.
- Upon confirmation, an alert is immediately sent to the designated caregiver(s) for the appropriate course of action.
- Ultimately, falls can be attended to and treated more quickly, easing the burden on caregivers.

Importantly, KamiCare helps better understand the cause of a fall by tracking contributing factors that potentially lead to the fall. Addressing potential causes can better prevent future incidents.

## KamiCare helps better understand the cause of a fall

**KamiCare tracks contributing factors that potentially lead to falls.  
By addressing potential issues, future incidents can better be prevented.**



### Time of day

Falls can happen in the middle of the night, during the day, or between caregiver shifts. Understanding when a fall happened is crucial to preventing similar falls in the future.



### Location

Understand where a fall occurred, whether in a bedroom, the stairs, the living room, or the kitchen is important to help prevent future similar falls.



### Activity

Falls can occur when getting out of bed, reaching for an item, walking, or exercising. Understanding the activity that caused the fall helps avoid future falls.

### 3. Provide Advanced Tools & Technology (Cont.)

#### Resident Wandering & Elopement

Elopement is a dangerous occurrence for residents, a costly insurance claim for organizations and significantly affects staff morale.<sup>2</sup>

- Vision AI with facial recognition offers the potential to detect when individuals wander off.
- This technology reuses existing cameras at facility entry and exit points to detect unauthorized loitering or movement outside the facility.
- Staff and caretakers can be informed if a resident leaves the facility unaccompanied.



Empowering staff with workplace mobile apps that provide instant alerts on residents will go a long way. When everyone has access to advanced technology, software and resources to make their jobs easier and even eliminate manual tasks, employees are empowered to do their jobs better. In addition, organizations can mitigate risks, improve quality of care and increase employee retention by demonstrating a commitment to a resident-focused culture of safety and security with advanced technology.

## 4. Rethink Scheduling

Flexible work schedules are now the norm, and the senior living industry should not be excluded. To deliver exceptional care to residents, staff must have the freedom and flexibility to take outstanding care of themselves.

- To help with turnover, consider adopting a two-tiered schedule where non-essential workers are remote, and essential workers are 7-days on and 7-days off. This rotational structure proved to prevent burnout and reduce turnover.
- Review scheduling history to identify patterns in overtime, call-offs or scheduling gaps.
- Look for cost-effective opportunities to hire part-time staff or maximize existing staff hours.

## 5. Offer Financial Incentives & Public Recognition

Bonuses for individual performance and overall company financial success can go a long way in retaining employees and building a happy workforce, even if the amount is nominal.

- This could look like \$10-\$100 immediate bonuses handed out by associates to direct care workers when they are observed going above and beyond.
- Or a card submitted to HR or their direct supervisor to add the stated amount to the employee's next paycheck.
- Also, consider pay structures that offer front-line staff annual bonuses when occupancy and financial goals are met. These may start at \$250-\$500. In this case, the amount is not as significant as it is for employees to feel appreciated and invested in the overall business success.

With the population of aging baby boomers quickly outpacing the caregiver population, it's critical to the longevity of your business to take steps now to address staff turnover. Keeping employees more satisfied makes it possible to reduce resident falls, improve their safety and quality of life, increase occupancy and cut operational costs.



Sources:

1. Hospital & Healthcare Compensation Service, 2021-2022 Assisted Living Salary & Benefits Report
2. McKnight's Senior Living, Elopement in assisted living: Not common, but costly
3. Automation Anywhere, Automation Is Making Work 'More Human,' Global Research Reveals

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