

# Twelve vital statistics every senior living community should know



## THE HIGH COST OF STAFF CALL-OUTS

For senior living communities, **labor is typically 45 TO 50% OF TOTAL EXPENSES**—making it the largest single expense.<sup>1</sup>



Each single call-out can take between **2–3 HOURS TO FILL.**<sup>2</sup>

Employees with supervisory responsibility spend over **200 HOURS PER YEAR** dealing with absences.<sup>3</sup>

A SHRM study found that **OVERTIME** was used **TO COVER 47% OF EMPLOYEE ABSENCES.**<sup>3</sup>



## REFERRALS MATTER

Referrals are **MUCH MORE LIKELY** to be converted to tours than are web-based inquiries or contacts made at events.<sup>7</sup>

# #1

reason for choosing a specific senior living community was the combination of **REPUTATION AND RECOMMENDATIONS.**<sup>8</sup>



## STAFF BURNOUT

Staff working shifts of 13 hours or more are over **2X AS LIKELY...**

- to be **BURNED OUT**
- to be **DISSATISFIED** in their jobs
- to intend to **LEAVE THEIR JOB** in the next year.<sup>4</sup>



## UNPLANNED ABSENCE

# #1

highest cause of average productivity loss.<sup>3</sup>



## THE IMPORTANCE OF SENIOR ACTIVITY

Over a five-year period, the rate of cognitive decline was **REDUCED BY AN AVERAGE OF 70%** in older adults who were frequently socially active.<sup>5</sup>

Seniors who participated on a daily or weekly basis in social activity had a

# 40%

**REDUCED RISK OF DEVELOPING DEMENTIA.**<sup>5</sup>

Higher life satisfaction can result when residential care/assisted living residents receive **AT LEAST ONE MONTHLY VISIT FROM FAMILY.**<sup>6</sup>



Click here to get our free guide now: **[“THE SEVEN BUSINESS-KILLING MISTAKES OF SENIOR LIVING COMMUNITIES \(AND HOW TO AVOID THEM\)”](#)**

Learn what you can do today to reduce the cost of staff call-outs, boost efficiency and morale, increase senior engagement and get more referrals.

## Infographic content sources

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Statistics shown on this infographic (see previous page) are sourced from third-party reports, as shown below. They are provided for information purposes only and are subject to change. Please see the sources indicated below for more specific details and assumptions regarding the statistics referenced in the infographic. Note that these sources were tested as accessible on August 23, 2018.

1. "[Providers' Labor Costs to Soar Under New Overtime Rule.](#)" Senior Housing News, May 2016.
  2. Study conducted by VoiceFriend.
  3. "[Total Financial Impact of Employee Absences in the U.S.](#)" SHRM and Kronos, August 2014.
  4. "[The Longer The Shifts For Hospital Nurses, The Higher The Levels Of Burnout And Patient Dissatisfaction.](#)" Health Affairs, 2012.
  5. "[Social Participation and Its Benefits.](#)" Centre on Aging, University of Manitoba, August 2013.
  6. "[Families Filling the Gap: Comparing Family Involvement for Assisted Living and Nursing Home Residents With Dementia.](#)" The Gerontological Society of America, 2005.
  7. "[Senior Living Sales Benchmarking: How Does Your Community Measure Up?](#)" Enquire Solutions, March 2015.
  8. "[10 New Powerful Senior Living Statistics.](#)" Glynn Devins, May 2014.
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## For further information on VoiceFriend

Learn more on how the VoiceFriend Notification Solution helps senior living, skilled nursing and other providers build better communities, lower costs and improve efficiencies and performance:

Our website: [www.voicefriend.net](http://www.voicefriend.net)

Download our free guide (white paper): "[The Seven Business-Killing Mistakes of Senior Living Communities \(And How to Avoid Them\)](#)"

Watch our two-minute video and/or request a demonstration: [VoiceFriend Notification Solution](#)

Or talk to one of our VoiceFriend customer care experts today. Contact us at 781.996.3123 or [Inquiry@VoiceFriend.net](mailto:Inquiry@VoiceFriend.net).