

WISCONSIN

2007

EXECUTIVE SUMMARY

Prepared by



This report provides information needed to initiate quality improvement efforts, track referral sources, improve staff recruitment and retention, and evaluate outcomes of previous initiatives.

Includes:

RESIDENT SATISFACTION

FAMILY SATISFACTION

EMPLOYEE SATISFACTION

Published date: February 14, 2008

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SKILLED NURSING FAMILY SATISFACTION SURVEY REFERENCE

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SKILLED NURSING EMPLOYEE SATISFACTION SURVEY REFERENCE

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RESIDENT SATISFACTION

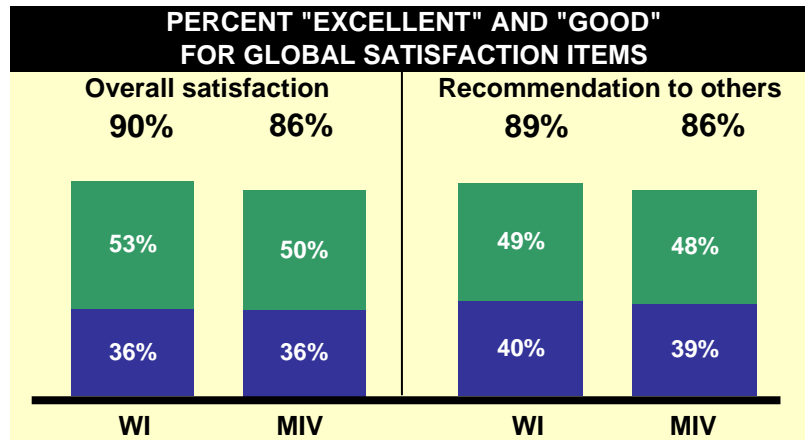
	2007	2006
RESPONSE RATE	40%	35%
FACILITIES SURVEYED	93	74
SURVEYS RECEIVED	972	718



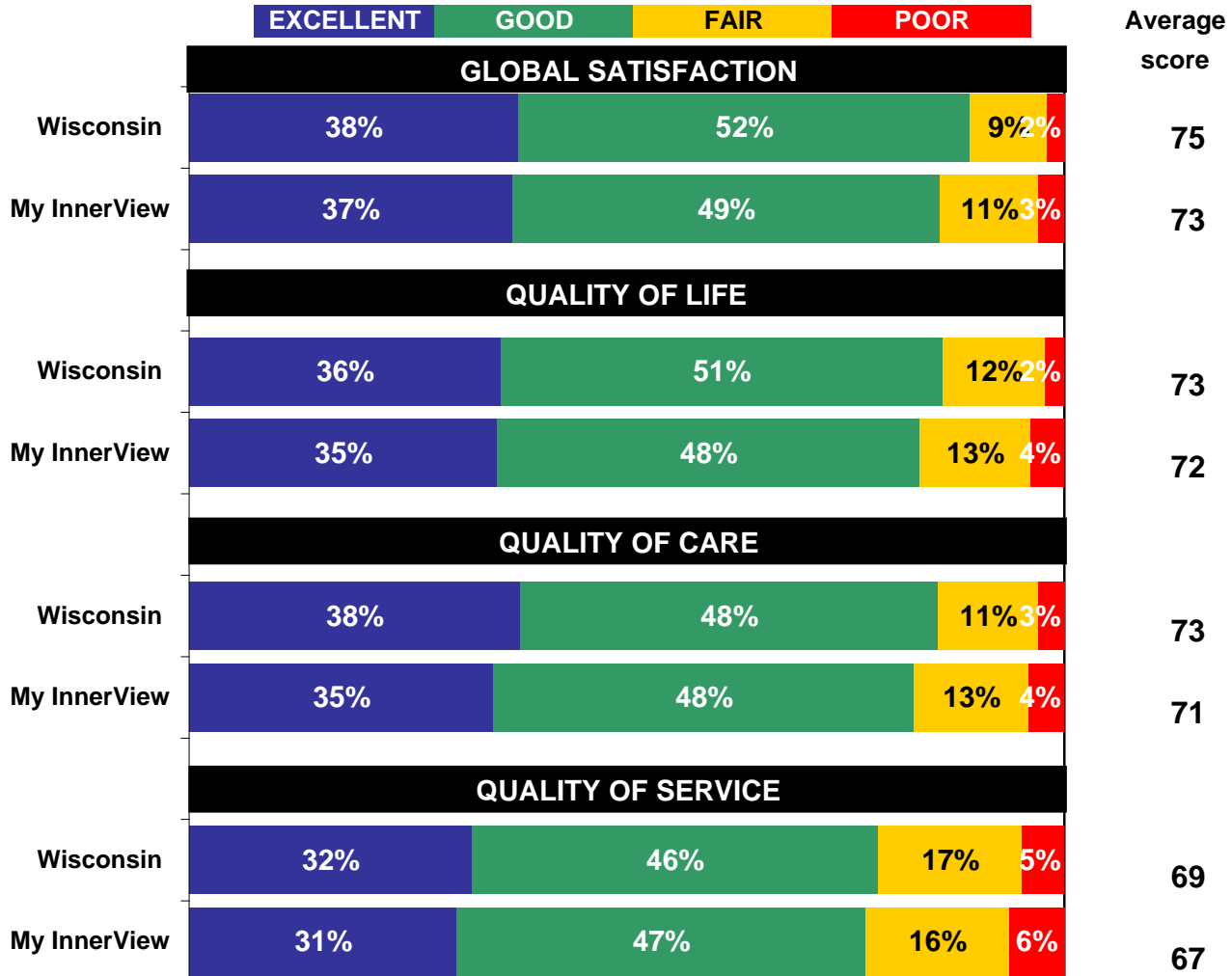
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RESIDENT SATISFACTION

GLOBAL SATISFACTION AND RATINGS BY DOMAIN FOR 2007



(The total percentage listed may be higher or lower than individual rating totals due to rounding)



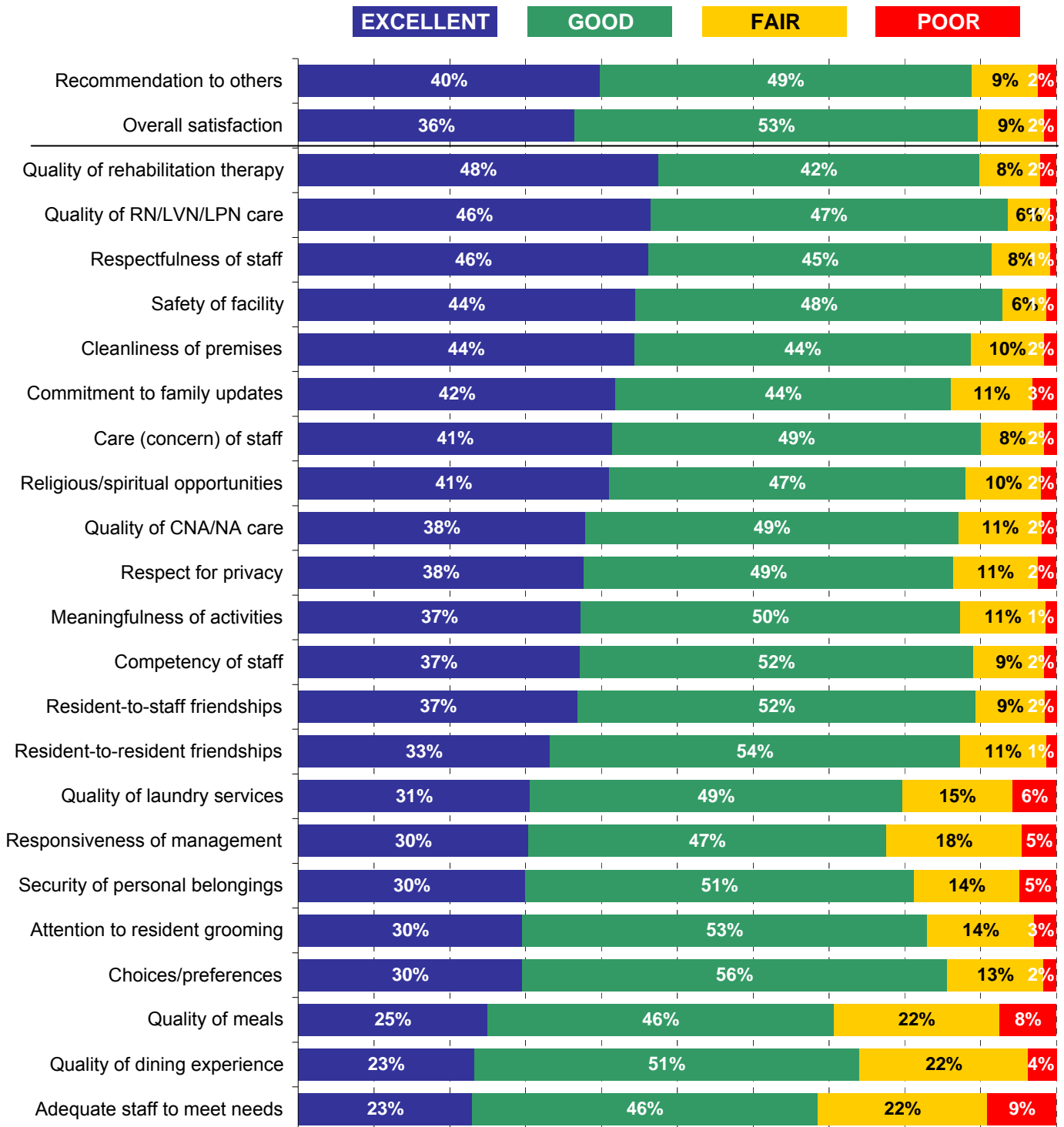
(May not equal 100% due to rounding)

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RESIDENT SATISFACTION

ITEMS RANKED BY PERCENT "EXCELLENT" FOR 2007

2



Items are ranked from highest to lowest on the percent of responses rated "Excellent." The percentages reflect averages survey respondents. (May not total 100% due to rounding.) See chart 4 for comparison to prior years.

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RESIDENT SATISFACTION

QUADRANT ANALYSIS: STRENGTHS AND OPPORTUNITIES

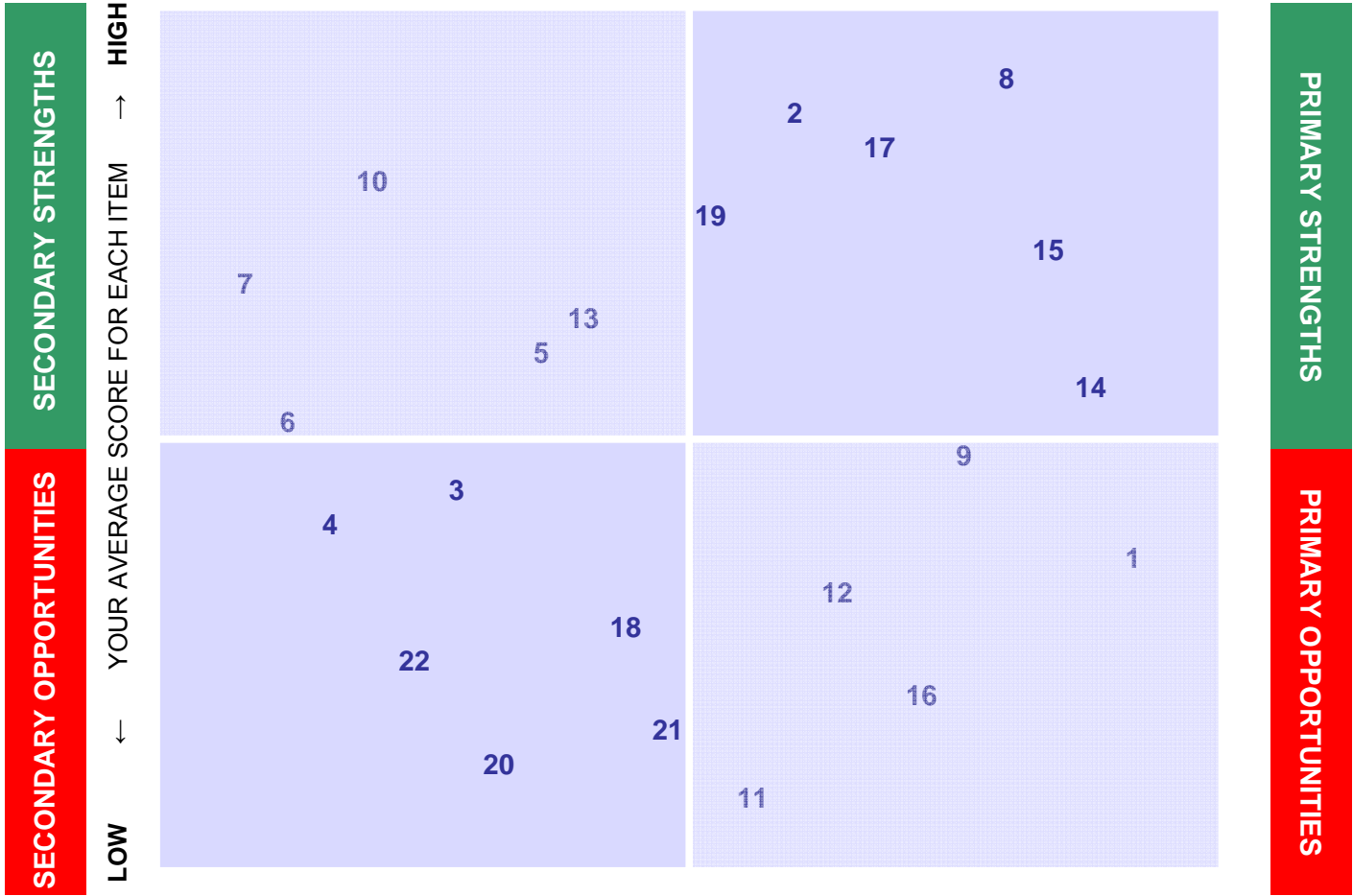
3

A

Quadrant A shows items of *lower* importance to "Recommendation" with a *higher* average score

Quadrant B shows items of *higher* importance to "Recommendation" with a *higher* average score

B



C

LOW ← IMPORTANCE TO RECOMMEND THIS FACILITY TO OTHERS → **HIGH**

Quadrant C shows items of *lower* importance to "Recommendation" with a *lower* average score

Quadrant D shows items of *higher* importance to "Recommendation" with a *lower* average score

D

The quadrant analysis plots the percentile rank of the average score on the satisfaction items against the percentile rank of the average "importance" score of each item and the question **What is your recommendation of this facility to others?** Items in the lower right quadrant are those that are most important to "Recommendation" but received the lowest scores.

See actual satisfaction items and report labels at end of section

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SECONDARY STRENGTHS

Items with average scores above the midline but not as important to "Recommendation"

- 13 Commitment to family updates
- 5 Resident-to-staff friendships
- 6 Meaningfulness of activities
- 10 Quality of rehabilitation therapy
- 7 Religious/spiritual opportunities



PRIMARY STRENGTHS

Items with average scores above the midline and more important to "Recommendation"

- 14 Competency of staff
- 15 Care (concern) of staff
- 8 Quality of RN/LVN/LPN care
- 17 Safety of facility
- 19 Cleanliness of premises
- 2 Respectfulness of staff



SECONDARY OPPORTUNITIES

Items with average scores below the midline but not as important to "Recommendation"

- 21 Quality of dining experience
- 20 Quality of meals
- 18 Security of personal belongings
- 22 Quality of laundry services
- 3 Respect for privacy
- 4 Resident-to-resident friendships



PRIMARY OPPORTUNITIES

Items with average scores below the midline and more important to "Recommendation"

These are areas that represent a good opportunity for improvement.

PRIORITY ACTION AGENDA™

The top FIVE items in Quadrant D (*Primary Opportunities*) comprise your Priority Action Agenda and provide a focus for improving willingness to recommend your facility to others.

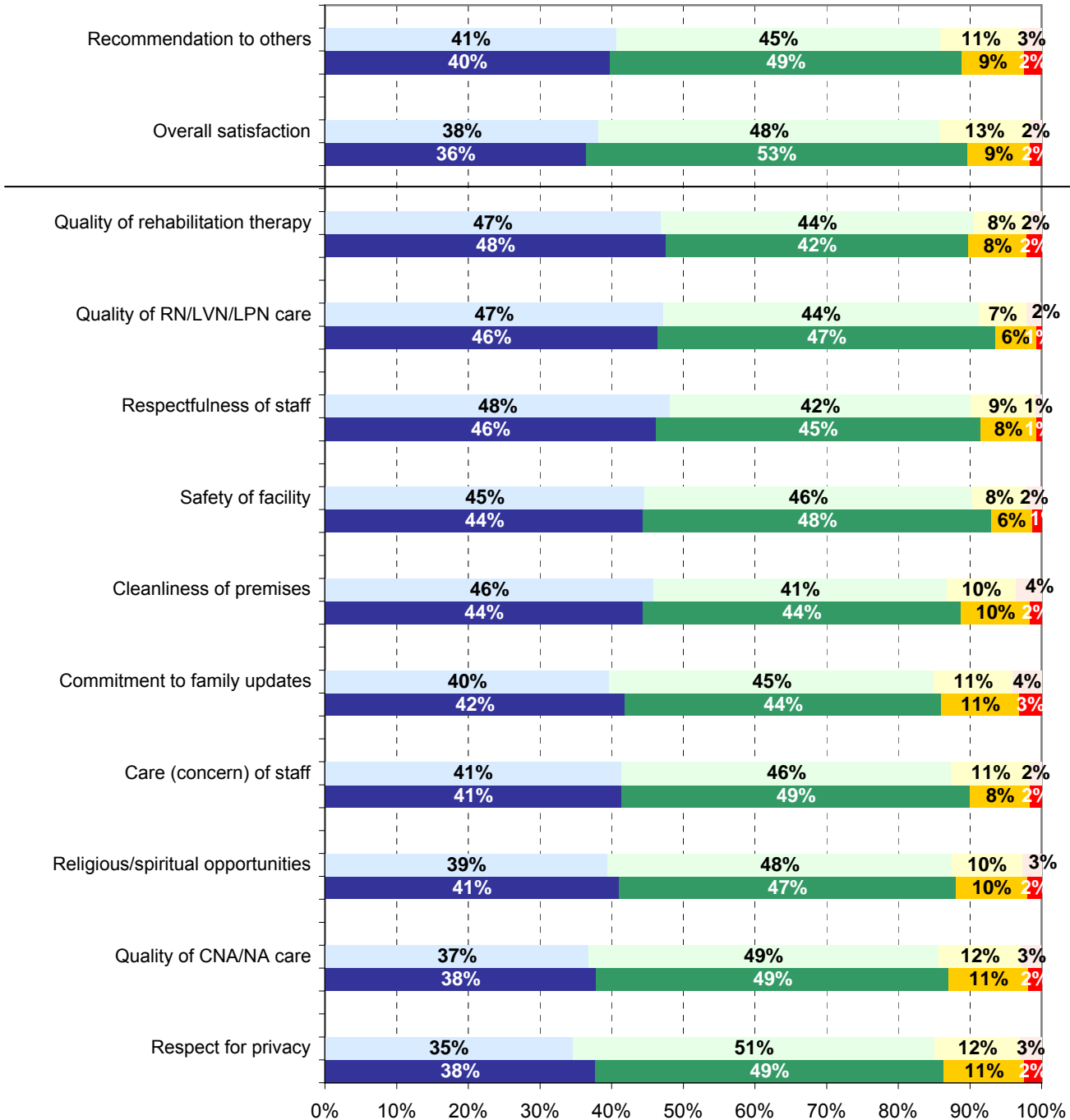
If Quadrant D has less than five items, the Priority Action Agenda will list only those items in the quadrant.

- 1** Choices/preferences
- 16** Responsiveness of management
- 11** Adequate staff to meet needs
- 12** Attention to resident grooming
- 9** Quality of CNA/NA care

RESIDENT SATISFACTION

ITEMS RANKED BY PERCENT "EXCELLENT" FOR 2006 AND 2007

2006 **EXCELLENT** **GOOD** **FAIR** **POOR**
 2007 **EXCELLENT** **GOOD** **FAIR** **POOR**



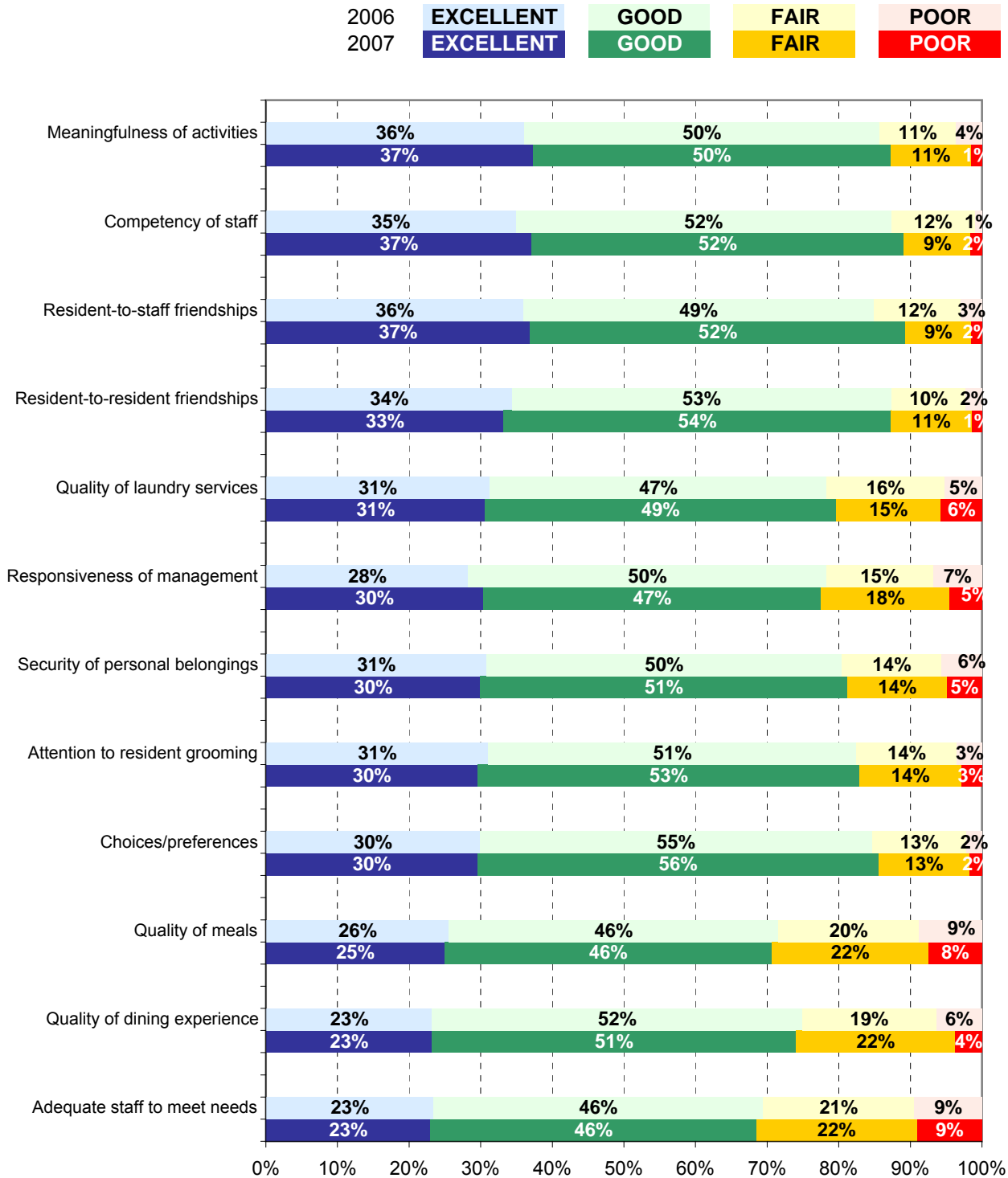
Items are ranked from highest to lowest on the percent of responses rated "Excellent" for the most recent year. (May not total 100% due to rounding.)

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RESIDENT SATISFACTION

ITEMS RANKED BY PERCENT "EXCELLENT" FOR 2006 AND 2007

CONTINUED



Items are ranked from highest to lowest on the percent of responses rated "Excellent" for the most recent year. (May not total 100% due to rounding.)

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RESIDENT SATISFACTION

ITEMS RANKED WITHIN DOMAIN BY AVERAGE SCORES FOR 2007

5

		2006	2007 MIV
Recommendation to others		75	74
Overall satisfaction		74	73
QUALITY OF LIFE	Respectfulness of staff	79	76
	Safety of facility	79	78
	Religious/spiritual opportunities	76	73
	Resident-to-staff friendships	75	74
	Meaningfulness of activities	74	71
	Respect for privacy	74	72
	Resident-to-resident friendships	73	74
	Choices/preferences	71	69
	Security of personal belongings	69	67
	Quality of dining experience	64	63
QUALITY OF CARE	Quality of RN/LVN/LPN care	80	76
	Quality of rehabilitation therapy	78	73
	Care (concern) of staff	77	74
	Commitment to family updates	75	74
	Competency of staff	75	72
	Quality of CNA/NA care	74	71
	Attention to resident grooming	70	70
	Adequate staff to meet needs	61	61
QUALITY OF SERVICE	Cleanliness of premises	77	75
	Quality of laundry services	68	67
	Responsiveness of management	68	68
	Quality of meals	63	59

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RESIDENT SATISFACTION

AVERAGE SCORES BY ITEM BY LOCATION TYPE FOR 2007

6

	Wisconsin	Rural	Suburban	Urban		
Recommendation to others	75	77	73	75		
Overall satisfaction	75	77	73	73		
QUALITY OF LIFE	Respectfulness of staff	79	80	80	77	
	Safety of facility	79	80	79	77	
	Religious/spiritual opportunities	76	77	74	75	
	Resident-to-staff friendships	75	75	77	73	
	Meaningfulness of activities	74	75	74	72	
	Respect for privacy	74	74	75	72	
	Resident-to-resident friendships	73	73	74	72	
	Choices/preferences	71	73	69	69	
	Security of personal belongings	69	70	67	67	
	Quality of dining experience	64	65	64	64	
	QUALITY OF CARE	Quality of RN/LVN/LPN care	80	82	79	77
		Quality of rehabilitation therapy	78	80	78	76
		Care (concern) of staff	77	78	78	74
Commitment to family updates		75	75	77	72	
Competency of staff		75	76	75	72	
Quality of CNA/NA care		74	77	73	71	
Attention to resident grooming		70	73	67	68	
Adequate staff to meet needs		61	64	57	58	
QUALITY OF SERVICE	Cleanliness of premises	77	79	75	77	
	Quality of laundry services	68	69	68	67	
	Responsiveness of management	68	69	69	64	
	Quality of meals	63	64	63	60	

All scores represent average scores across survey respondents. Each item was measured on a four-point scale:

Poor = 0 Fair = 33.3 Good = 66.7 Excellent = 100

Items are listed by domain as they appear in the survey. The shading in the Rural, Suburban and Urban columns reflects a comparison to the state average: Green, higher than the state average; yellow, the same as the state average; red, lower than the state average.

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RESIDENT SATISFACTION

DEMOGRAPHICS AND BACKGROUND INFORMATION FOR 2007

RESIDENT			
Gender		Age	
Female	68%	19 or under	0%
Male	32%	20 to 29	0%
		30 to 39	1%
		40 to 49	1%
		50 to 59	6%
		60 to 69	12%
		70 to 79	19%
		80 to 89	40%
		90 or older	21%

FACILITY CHOICE			
Homes visited		Reason for choosing	
None	58%	Convenient location	33%
Only this one	12%	Good reputation	21%
Two	19%	Doctor or hospital	20%
Three	6%	Relative or friend	10%
Four	2%	Insurance requirement	3%
Five or more	3%	Other reason	13%

Length of stay	
Less than 1 month	7%
1 to 3 months	19%
3 to 6 months	8%
6 months to 1 year	14%
1 to 3 years	27%
3 or more years	25%

VISITOR			
Person visiting most		How often visited	
Spouse	18%	Less than once a year	0%
Child	44%	Once a year	2%
Brother or sister	12%	Once every 3 months	4%
Grandchild	3%	Once a month or more	15%
Friend	11%	Once a week or more	48%
Another person	13%	Almost daily	31%

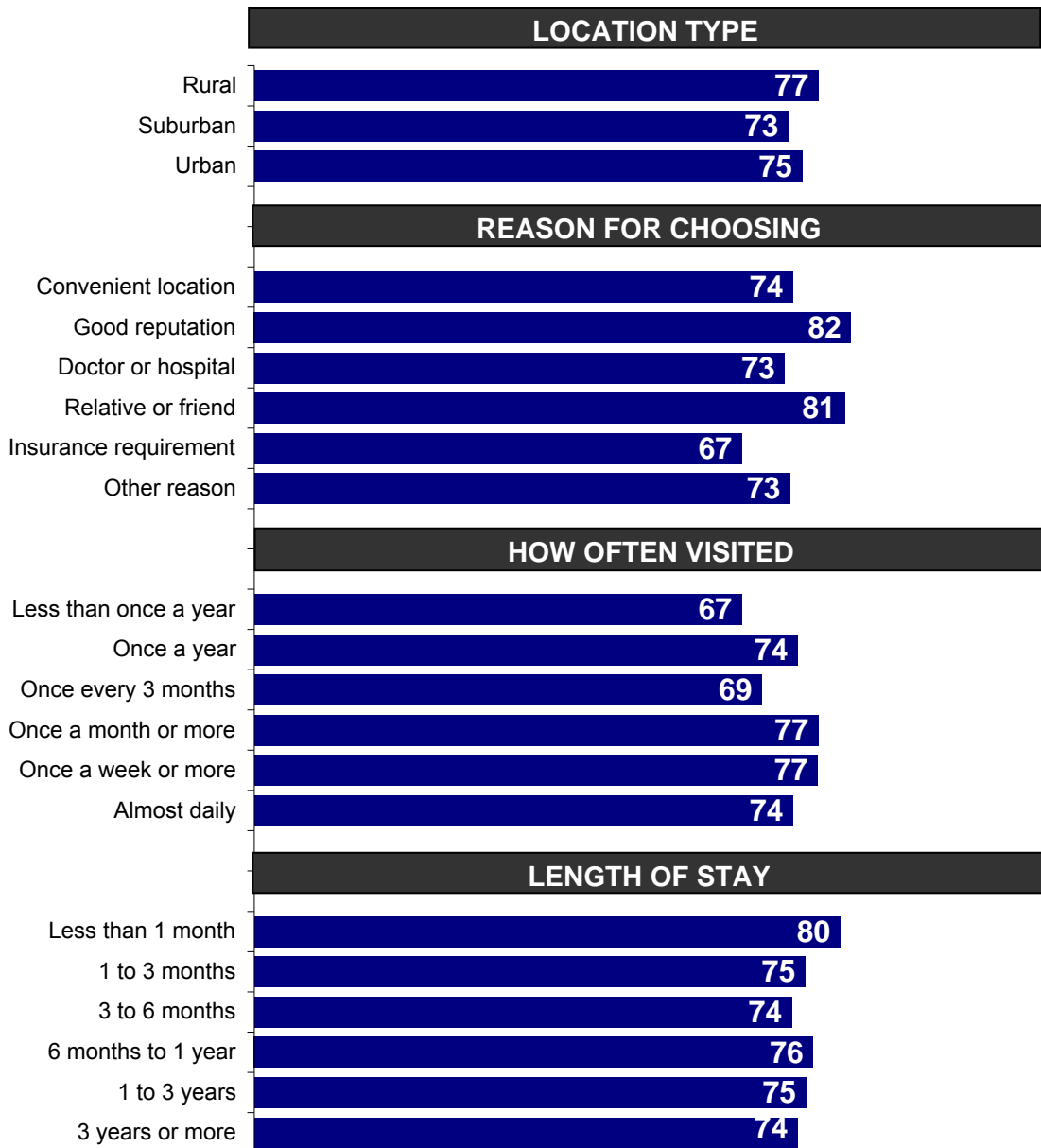
Assistance with survey	
By myself	33%
With facility staff	27%
With family or friend	36%
With another resident	1%
With another person	3%

(May not total 100% due to rounding)

RESIDENT SATISFACTION

AVERAGE SCORES FOR "RECOMMENDATION TO OTHERS" BY DEMOGRAPHICS FOR 2007

8

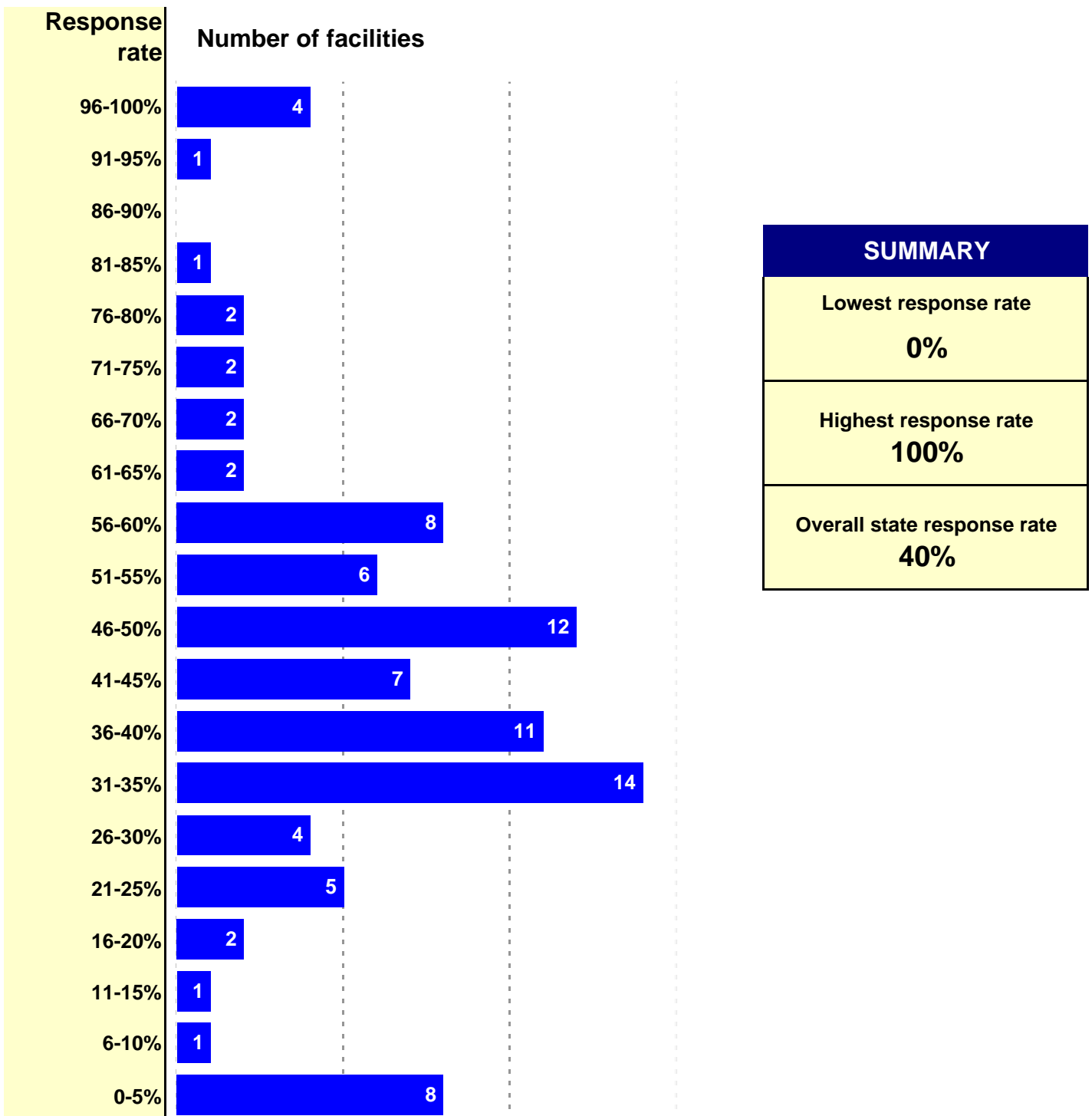


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RESIDENT SATISFACTION

DISTRIBUTION OF RESPONSE RATES FOR 2007

Results are for 93 participating facilities.



RESIDENT SATISFACTION

SKILLED NURSING RESIDENT SATISFACTION SURVEY REFERENCE

ITEM NUMBER/LABEL	ORIGINAL SURVEY STATEMENT
GLOBAL SATISFACTION DOMAIN	
23 Overall satisfaction	How would you rate your overall satisfaction with this facility?
24 Recommendation to others	What is your recommendation of this facility to others?
QUALITY OF LIFE DOMAIN Rate this facility on ...	
1 Choices/preferences	Meeting your choices and preferences
2 Respectfulness of staff	The respect shown to you by staff
3 Respect for privacy	Meeting your need for privacy
4 Resident-to-resident friendships	Offering you opportunities for friendships with other residents
5 Resident-to-staff friendships	Offering you opportunities for friendships with staff
6 Meaningfulness of activities	Offering you meaningful activities
7 Religious/spiritual opportunities	Meeting your religious and spiritual needs
17 Safety of facility	How safe it is for you
18 Security of personal belongings	The security of your personal belongings
21 Quality of dining experience	How enjoyable your dining experience is
QUALITY OF CARE DOMAIN Rate this facility on ...	
8 Quality of RN/LVN/LPN care	The quality of care provided by the nurses (RNs/LVNs/LPNs)
9 Quality of CNA/NA care	The quality of care provided by the nursing assistants (CNAs/NAs)
10 Quality of rehabilitation therapy	The quality of rehabilitation therapy (occupational, physical, speech)
11 Adequate staff to meet needs	Providing an adequate number of nursing staff to meet care needs
12 Attention to resident grooming	Meeting your grooming needs
13 Commitment to family updates	Keeping you and your family informed about you
14 Competency of staff	The competency of staff
15 Care (concern) of staff	The staff's care and concern for you
QUALITY OF SERVICE DOMAIN Rate this facility on ...	
16 Responsiveness of management	Management's responsiveness to your suggestions and concerns
19 Cleanliness of premises	The cleanliness of your room and surroundings
20 Quality of meals	The quality of the meals
22 Quality of laundry services	The quality of laundry services
DEMOGRAPHICS AND BACKGROUND INFORMATION	
25 Length of stay	How long have you lived at this facility?
26 Person visiting most	Who visits you most often?
27 How often visited	How often does this person visit the you?
28 Homes visited	How many nursing homes did you (or your family) visit before choosing this facility?
29 Reason for choosing	What is the most important reason you (or your family) chose this facility?
30 Gender of resident	What is your gender?
31 Age of resident	What is your age?
32 Assistance with survey	How is this survey being completed?

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FAMILY SATISFACTION

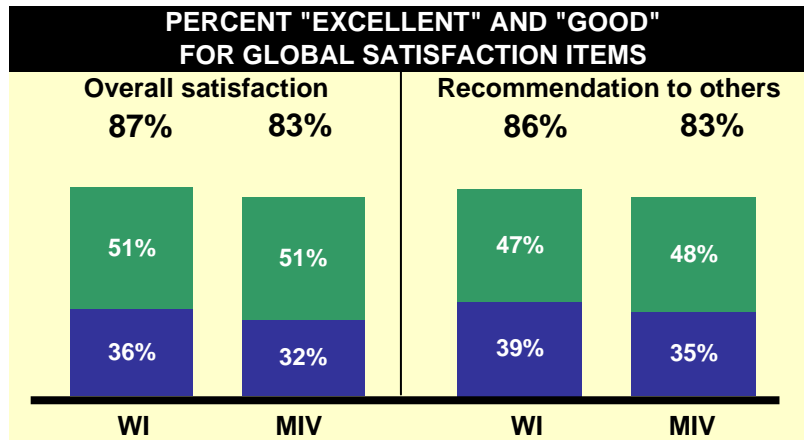
	2007	2006
RESPONSE RATE	46%	43%
FACILITIES SURVEYED	109	86
SURVEYS RECEIVED	3,343	2,410



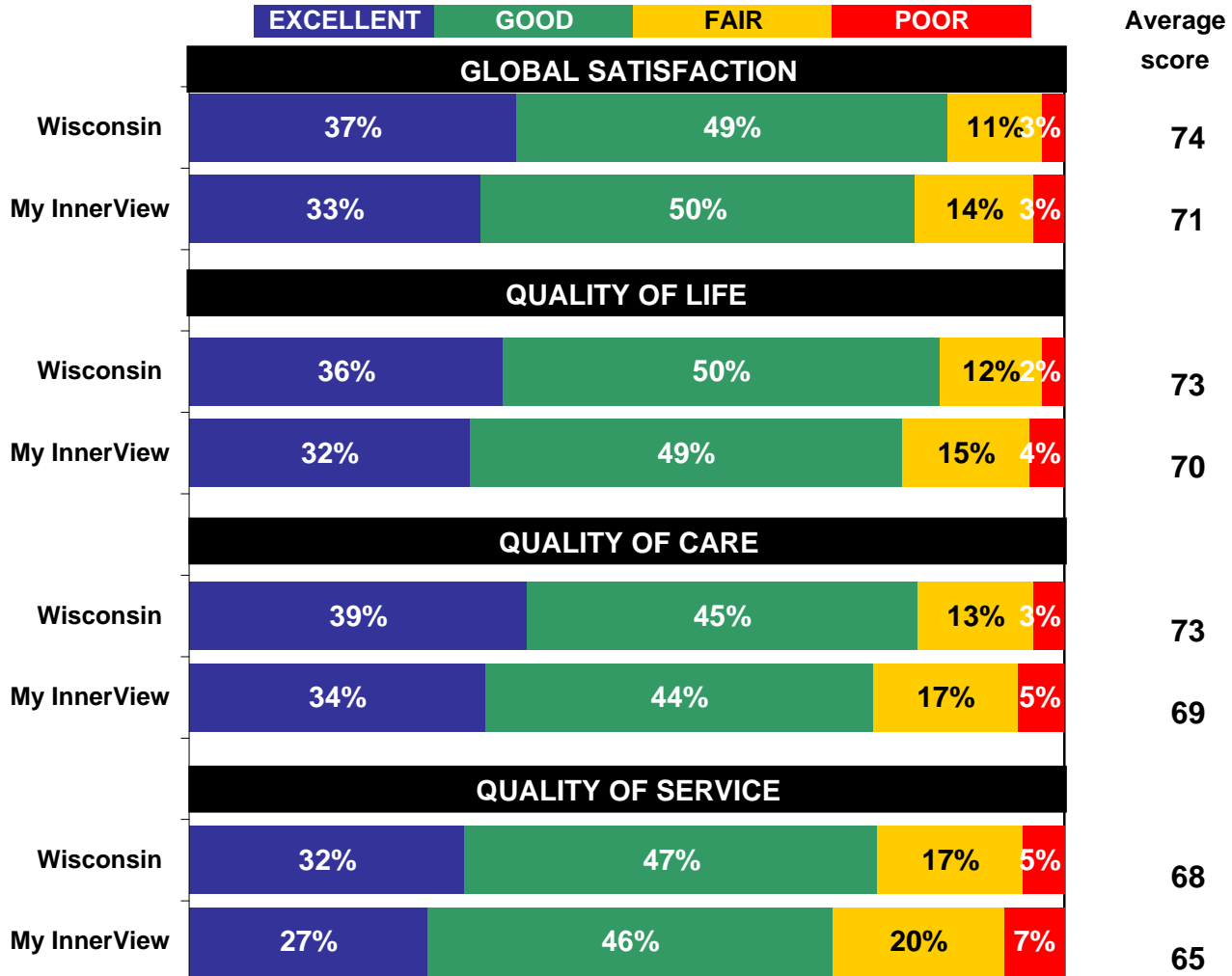
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FAMILY SATISFACTION

GLOBAL SATISFACTION AND RATINGS BY DOMAIN FOR 2007



(The total percentage listed may be higher or lower than individual rating totals due to rounding)

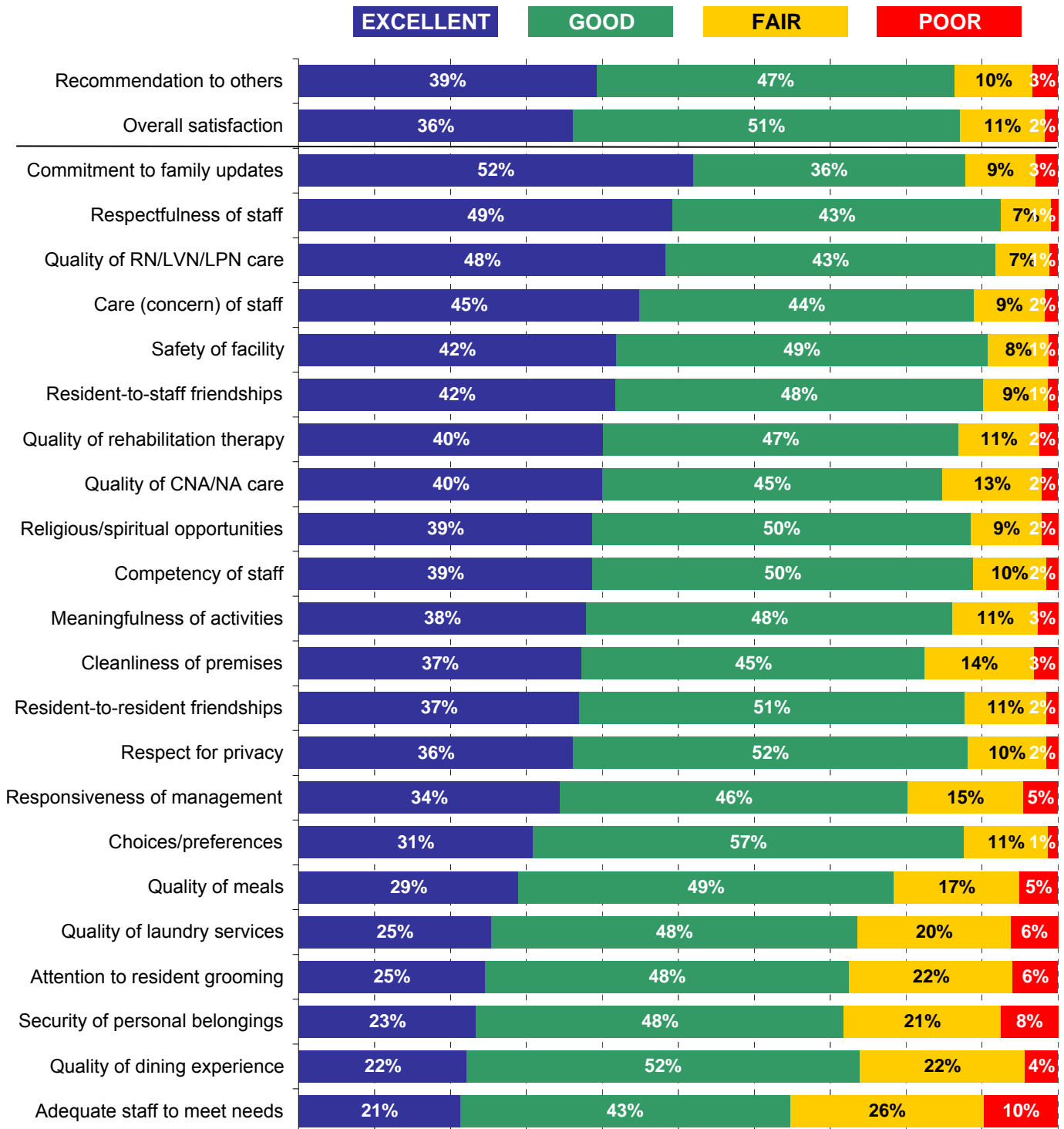


(May not equal 100% due to rounding)

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FAMILY SATISFACTION

ITEMS RANKED BY PERCENT "EXCELLENT" FOR 2007



Items are ranked from highest to lowest on the percent of responses rated "Excellent." The percentages reflect averages across survey respondents. (May not total 100% due to rounding.) See chart 4 for comparison to prior years.

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FAMILY SATISFACTION

QUADRANT ANALYSIS: STRENGTHS AND OPPORTUNITIES

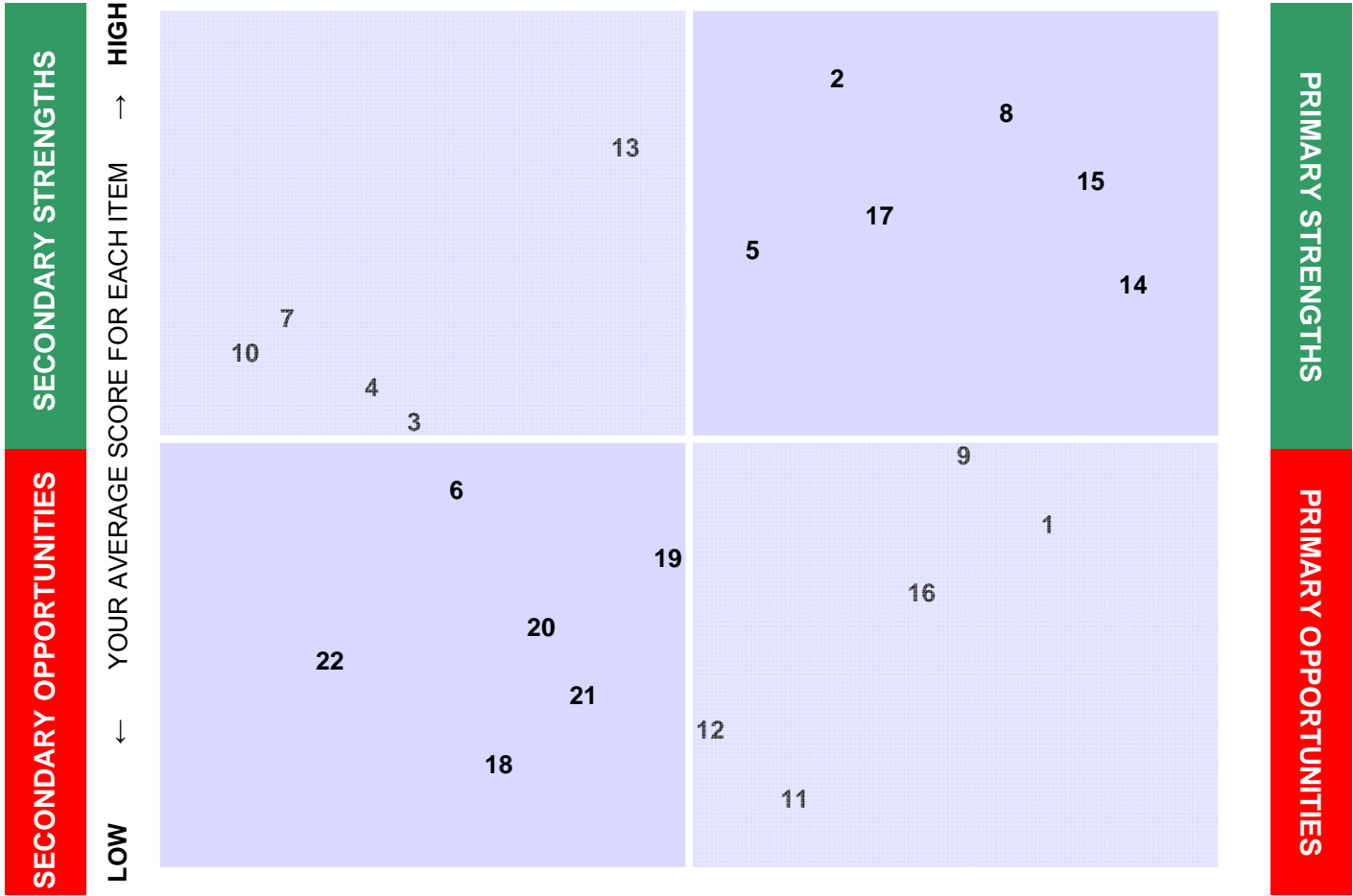
3

A

Quadrant A shows items of *lower* importance to "Recommendation" with a *higher* average score

Quadrant B shows items of *higher* importance to "Recommendation" with a *higher* average score

B



C

LOW ← IMPORTANCE TO RECOMMEND THIS FACILITY TO OTHERS → HIGH

Quadrant C shows items of *lower* importance to "Recommendation" with a *lower* average score

Quadrant D shows items of *higher* importance to "Recommendation" with a *lower* average score

D

The quadrant analysis plots the percentile rank of the average score on the satisfaction items against the percentile rank of the average "importance" score of each item and the question **What is your recommendation of this facility to others?** Items in the lower right quadrant are those that are most important to "Recommendation" but received the lowest scores.

See actual satisfaction items and report labels at end of section

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SECONDARY STRENGTHS

Items with average scores above the midline but not as important to "Recommendation"

- 3 Respect for privacy
- 4 Resident-to-resident friendships
- 13 Commitment to family updates
- 7 Religious/spiritual opportunities
- 10 Quality of rehabilitation therapy



PRIMARY STRENGTHS

Items with average scores above the midline and more important to "Recommendation"

- 14 Competency of staff
- 15 Care (concern) by staff
- 8 Quality of RN/LVN/LPN care
- 17 Safety of facility
- 5 Resident-to-staff friendships
- 2 Respectfulness of staff



SECONDARY OPPORTUNITIES

Items with average scores below the midline but not as important to "Recommendation"

- 18 Security of personal belongings
- 21 Quality of dining experience
- 19 Cleanliness of premises
- 20 Quality of meals
- 22 Quality of laundry services
- 6 Meaningfulness of activities



PRIMARY OPPORTUNITIES

Items with average scores below the midline and more important to "Recommendation"

These are areas that represent a good opportunity for improvement.

PRIORITY ACTION AGENDA™

The top FIVE items in Quadrant D (*Primary Opportunities*) comprise your Priority Action Agenda and provide a focus for improving willingness to recommend your facility to others.

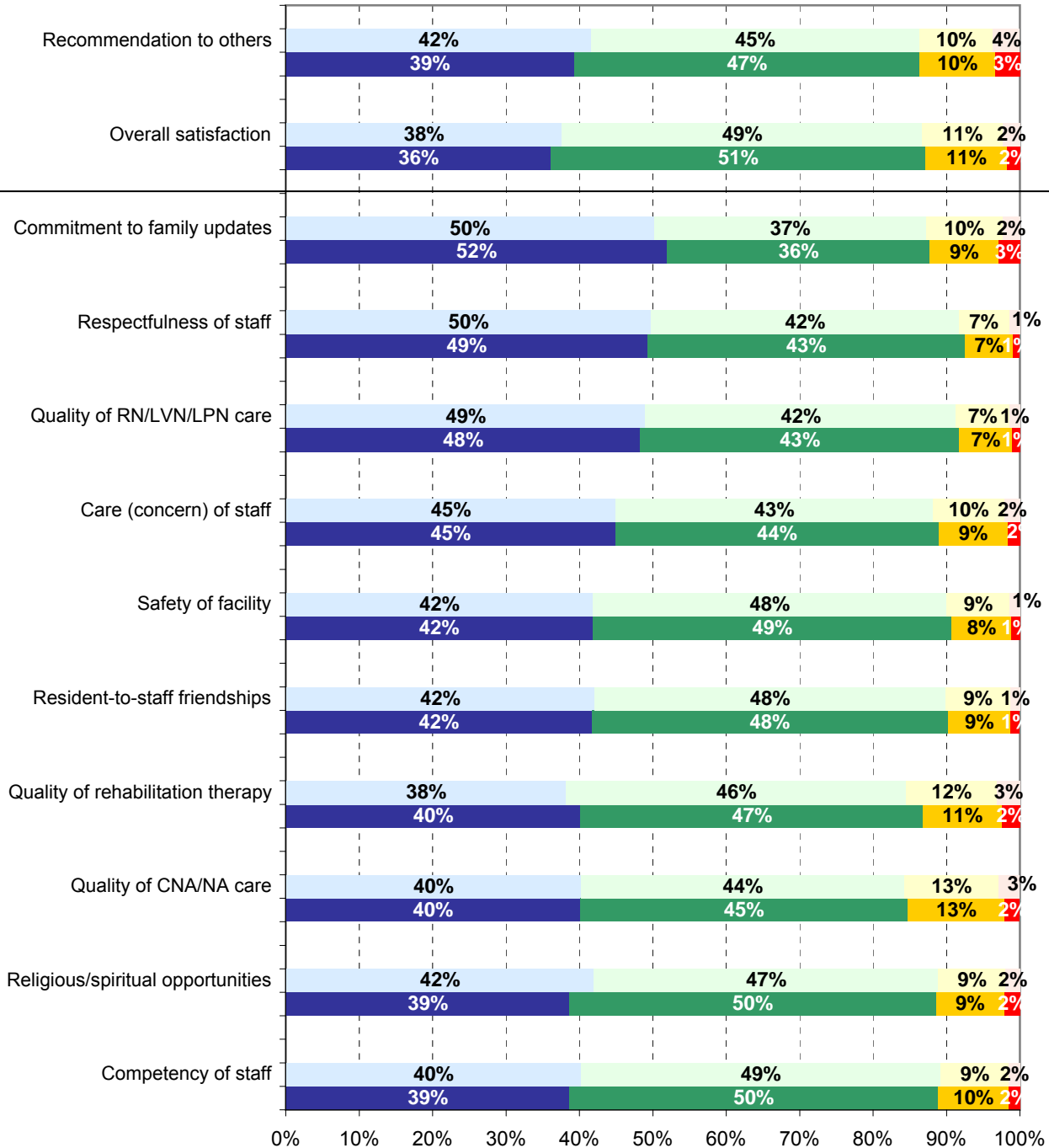
If Quadrant D has less than five items, the Priority Action Agenda will list only those items in the quadrant.

- 11 Adequacy of staff**
- 1 Choices/preferences**
- 16 Responsiveness of management**
- 12 Attention to resident grooming**
- 9 Quality of CNA/NA care**

FAMILY SATISFACTION

ITEMS RANKED BY PERCENT "EXCELLENT" FOR 2006 AND 2007

2006 **EXCELLENT** **GOOD** **FAIR** **POOR**
 2007 **EXCELLENT** **GOOD** **FAIR** **POOR**



Items are ranked from highest to lowest on the percent of responses rated "Excellent" for the most recent year. (May not total 100% due to rounding.)

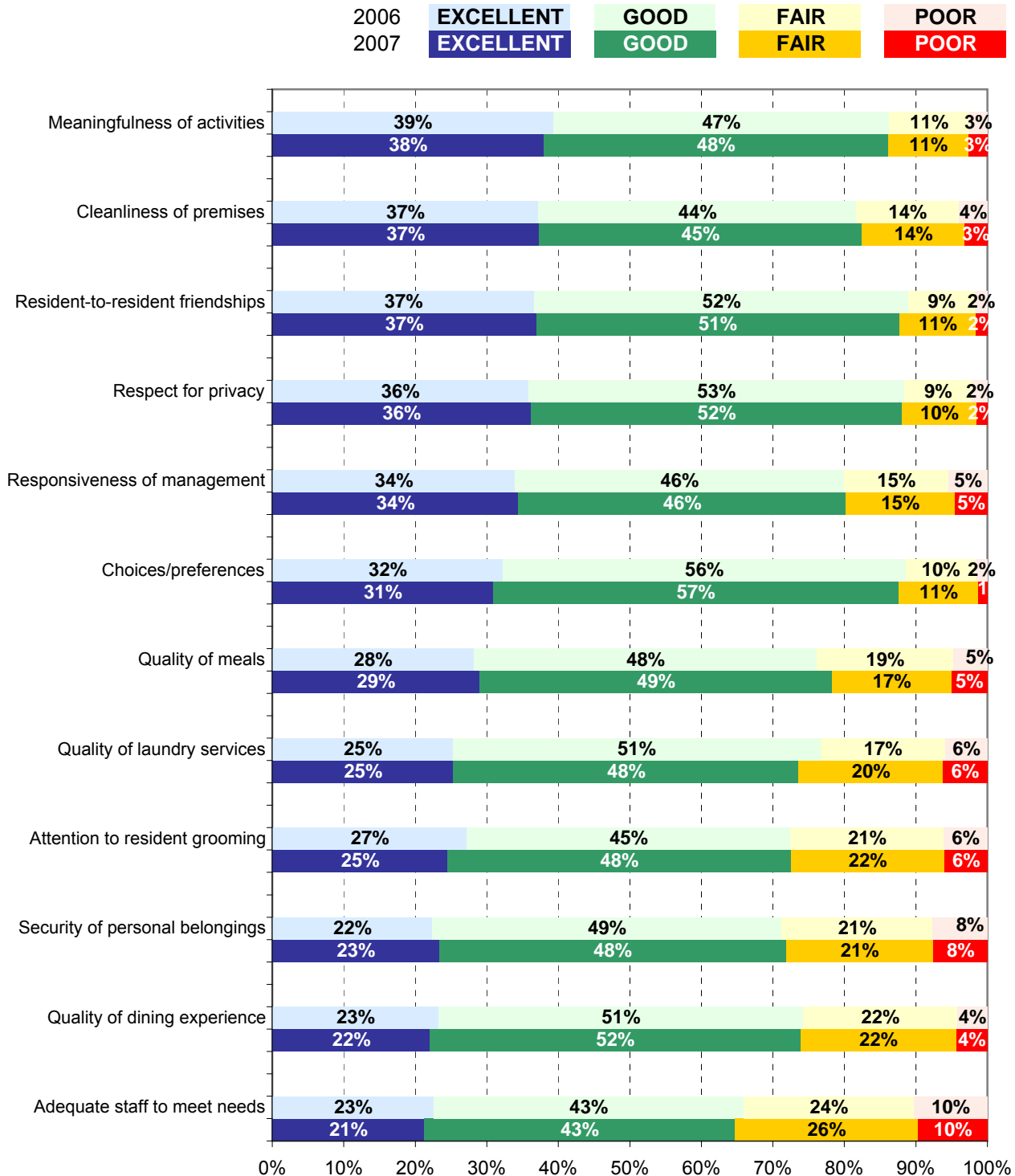
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FAMILY SATISFACTION

ITEMS RANKED BY PERCENT "EXCELLENT" FOR 2006 AND 2007

4

CONTINUED



Items are ranked from highest to lowest on the percent of responses rated "Excellent" for the most recent year. (May not total 100% due to rounding.)

WISCONSIN

FAMILY SATISFACTION

ITEMS RANKED WITHIN DOMAIN BY AVERAGE SCORES FOR 2007

5

		2006	2007 MIV
Recommendation to others		74	71
Overall satisfaction		74	71
QUALITY OF LIFE	Respectfulness of staff	80	77
	Safety of facility	77	74
	Resident-to-staff friendships	77	74
	Religious/spiritual opportunities	75	71
	Resident-to-resident friendships	74	73
	Respect for privacy	74	72
	Meaningfulness of activities	74	69
	Choices/preferences	72	70
	Quality of dining experience	64	60
	Security of personal belongings	63	58
QUALITY OF CARE	Quality of RN/LVN/LPN care	80	76
	Commitment to family updates	79	75
	Care (concern) of staff	77	73
	Competency of staff	75	72
	Quality of rehabilitation therapy	75	70
	Quality of CNA/NA care	74	70
	Attention to resident grooming	64	61
	Adequate staff to meet needs	59	55
QUALITY OF SERVICE	Cleanliness of premises	72	69
	Responsiveness of management	70	68
	Quality of meals	67	62
	Quality of laundry services	64	61

WISCONSIN

FAMILY SATISFACTION

AVERAGE SCORES BY ITEM BY LOCATION TYPE FOR 2007

6

		Wisconsin	Rural	Suburban	Urban
QUALITY OF LIFE	Recommendation to others	74	80	70	75
	Overall satisfaction	74	78	70	74
	Respectfulness of staff	80	83	77	82
	Safety of facility	77	80	74	78
	Resident-to-staff friendships	77	80	74	77
	Religious/spiritual opportunities	75	79	71	75
	Resident-to-resident friendships	74	77	72	74
	Respect for privacy	74	77	72	75
	Meaningfulness of activities	74	76	72	73
	Choices/preferences	72	76	69	73
	Quality of dining experience	64	68	61	64
	Security of personal belongings	63	68	59	62
	QUALITY OF CARE	Quality of RN/LVN/LPN care	80	82	77
Commitment to family updates		79	82	76	80
Care (concern) of staff		77	81	74	78
Competency of staff		75	78	73	76
Quality of rehabilitation therapy		75	76	73	74
Quality of CNA/NA care		74	77	71	75
Attention to resident grooming		64	67	59	65
Adequate staff to meet needs		59	62	55	61
QUALITY OF SERVICE	Cleanliness of premises	72	78	70	71
	Responsiveness of management	70	73	66	71
	Quality of meals	67	72	65	67
	Quality of laundry services	64	70	62	63

All scores represent average scores across survey respondents. Each item was measured on a four-point scale:

Poor = 0 Fair = 33.3 Good = 66.7 Excellent = 100

Items are listed by domain as they appear in the survey. The shading in the Rural, Suburban and Urban columns reflects a comparison to the state average: Green, higher than the state average; yellow, the same as the state average; red, lower than the state average.

WISCONSIN

FAMILY SATISFACTION

DEMOGRAPHICS AND BACKGROUND INFORMATION FOR 2007

7

RESIDENT

Gender		Age	
Female	73%	19 or under	0%
Male	27%	20 to 29	0%
		30 to 39	0%
		40 to 49	1%
		50 to 59	2%
		60 to 69	5%
		70 to 79	14%
		80 to 89	45%
		90 or older	32%

FACILITY CHOICE

Homes visited		Reason for choosing		Length of stay	
None	41%	Convenient location	36%	Less than 1 month	2%
Only this one	14%	Good reputation	24%	1 to 3 months	10%
Two	24%	Doctor or hospital	16%	3 to 6 months	8%
Three	13%	Relative or friend	7%	6 months to 1 year	13%
Four	5%	Insurance requirement	2%	1 to 3 years	33%
Five or more	3%	Other reason	15%	3 or more years	34%

47%

67%

SURVEY RESPONDENT

Relationship to resident	
Spouse	16%
Child	61%
Brother or sister	6%
Grandchild	1%
Friend	3%
Other relationship	13%

VISITOR

Person visiting most		How often visited	
Spouse	19%	Less than once a year	0%
Child	58%	Once a year	1%
Brother or sister	8%	Once every 3 months	3%
Grandchild	1%	Once a month or more	15%
Friend	4%	Once a week or more	51%
Another person	9%	Almost daily	31%

82%

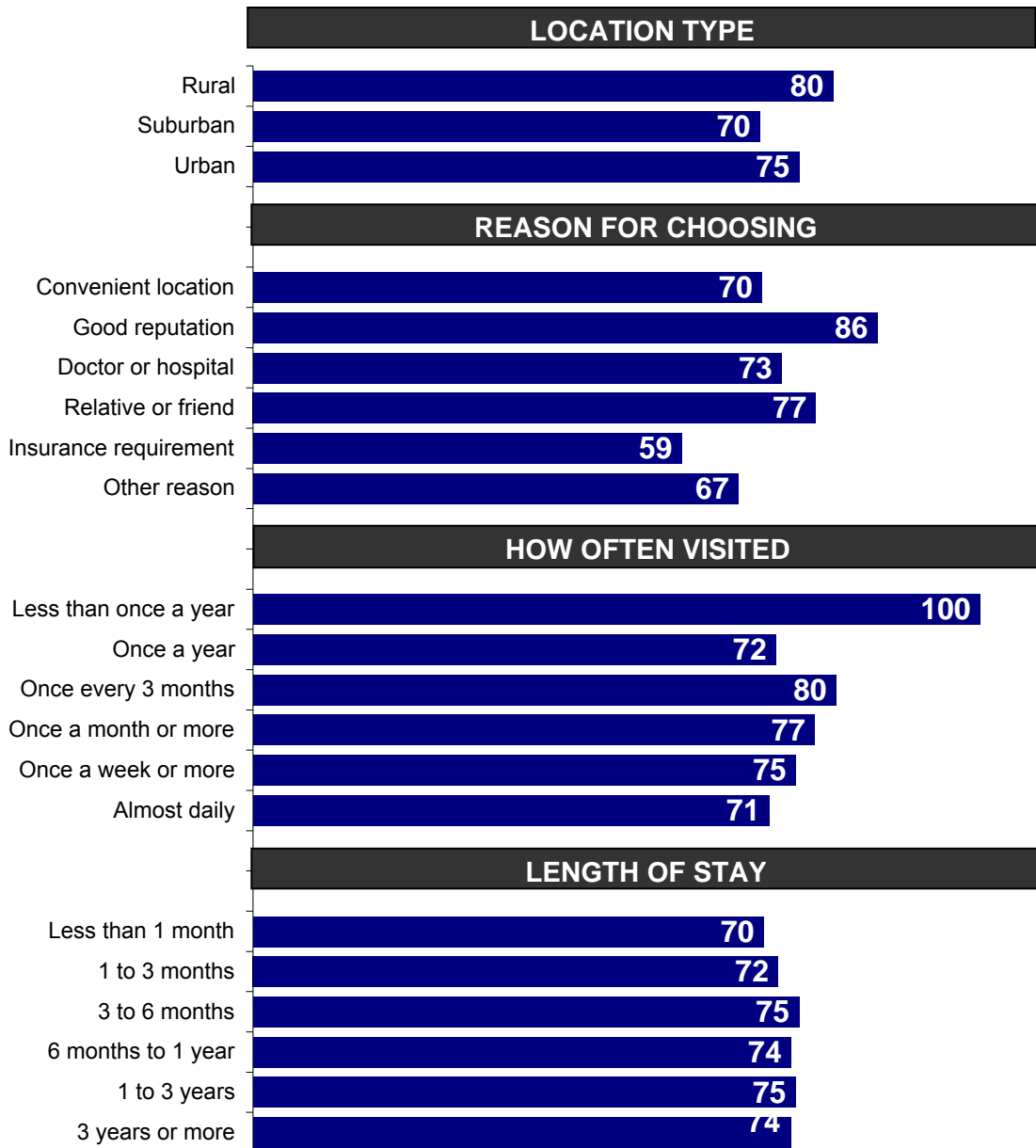
(May not equal 100% due to rounding)

WISCONSIN

FAMILY SATISFACTION

AVERAGE SCORES FOR "RECOMMENDATION TO OTHERS" BY DEMOGRAPHICS FOR 2007

8

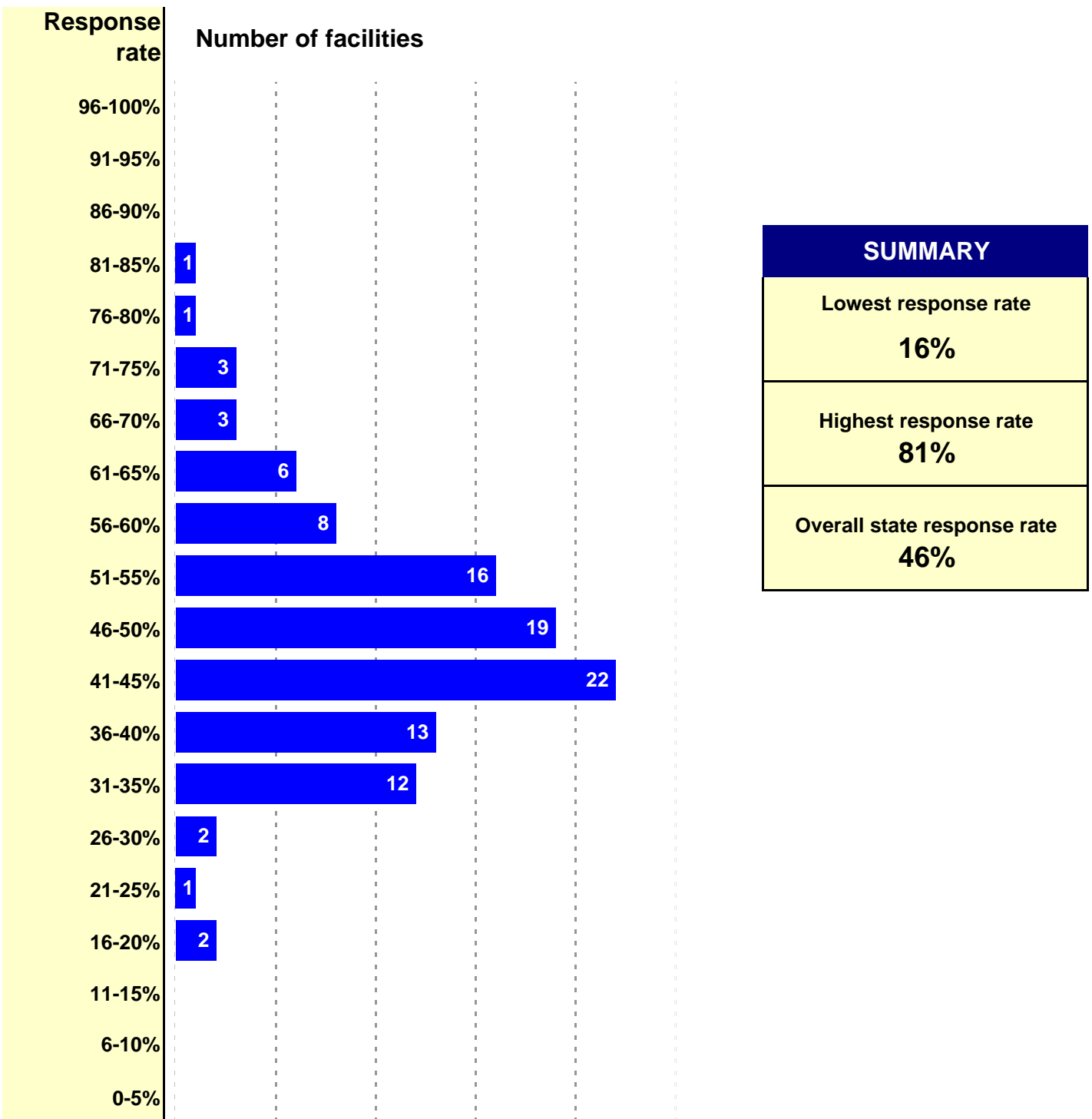


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FAMILY SATISFACTION

DISTRIBUTION OF RESPONSE RATES FOR 2007

Results are for 109 participating facilities.



FAMILY SATISFACTION

SKILLED NURSING FAMILY SATISFACTION SURVEY REFERENCE

ITEM NUMBER/LABEL	ORIGINAL SURVEY STATEMENT
GLOBAL SATISFACTION DOMAIN	
23 Overall satisfaction	How would you rate your overall satisfaction with this facility?
24 Recommendation to others	What is your recommendation of this facility to others?
QUALITY OF LIFE DOMAIN	
	Rate this facility on ...
1 Choices/preferences	Meeting the resident's/patient's choices and preferences
2 Respectfulness of staff	The respect shown to the resident/patient by staff
3 Respect for privacy	Meeting the resident's/patient's need for privacy
4 Resident-to-resident friendships	Offering the resident/patient opportunities for friendships
5 Resident-to-staff friendships	Offering the resident/patient opportunities for friendships with staff
6 Meaningfulness of activities	Offering the resident/patient meaningful activities
7 Religious/spiritual opportunities	Meeting the resident's/patient's religious and spiritual needs
17 Safety of facility	How safe it is for the resident/patient
18 Security of personal belongings	The security of the resident's/patient's personal belongings
21 Quality of dining experience	How enjoyable the dining experience is for the resident/patient
QUALITY OF CARE DOMAIN	
	Rate this facility on ...
8 Quality of RN/LVN/LPN care	The quality of care provided by the nurses (RNs/LVNs/LPNs)
9 Quality of CNA/NA care	The quality of care provided by the nursing assistants (CNAs/NAs)
10 Quality of rehabilitation therapy	The quality of rehabilitation therapy (occupational, physical, speech)
11 Adequate staff to meet needs	Providing an adequate number of nursing staff to meet care needs
12 Attention to resident grooming	Meeting the resident's/patient's need for grooming
13 Commitment to family updates	Keeping you and your family informed about the resident/patient
14 Competency of staff	The competency of staff
15 Care (concern) of staff	The staff's care and concern for the resident/patient
QUALITY OF SERVICE DOMAIN	
	Rate this facility on ...
16 Responsiveness of management	Management's responsiveness to your suggestions and concerns
19 Cleanliness of premises	The cleanliness of the room and surroundings
20 Quality of meals	The quality of the meals
22 Quality of laundry services	The quality of laundry services
DEMOGRAPHICS AND BACKGROUND INFORMATION	
25 Length of stay	How long has the resident/patient lived at this facility?
26 Person visiting most	Who visits the resident/patient most often?
27 How often visited	How often does this person visit the resident/patient?
28 Homes visited	How many nursing homes did you (or your family) visit before choosing this facility?
29 Reason for choosing	What is the most important reason you (or your family) chose this facility?
30 Gender of resident	What is the resident's/patient's gender?
31 Age of resident	What is the resident's/patient's age?
32 Relationship to resident	What is your relationship to the resident/patient?

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EMPLOYEE SATISFACTION

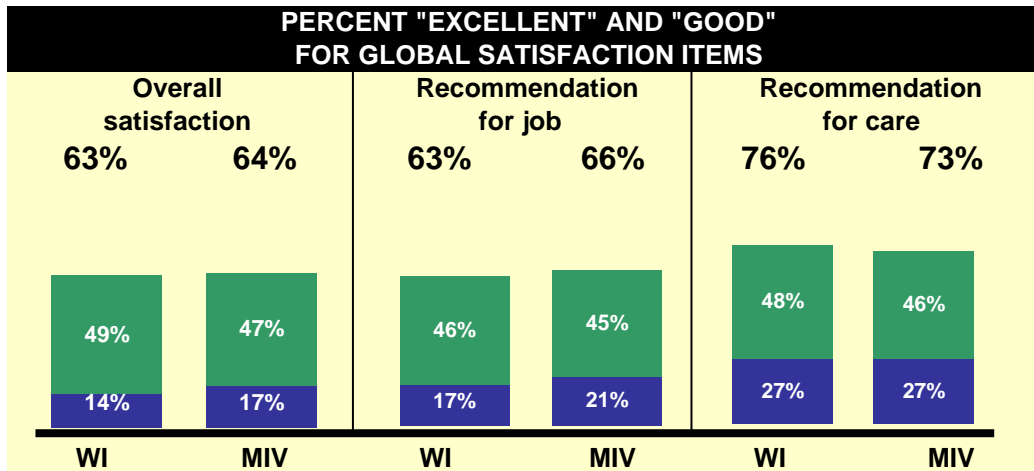
	2007	2006
RESPONSE RATE	41%	48%
FACILITIES SURVEYED	72	63
SURVEYS RECEIVED	3,485	3,755



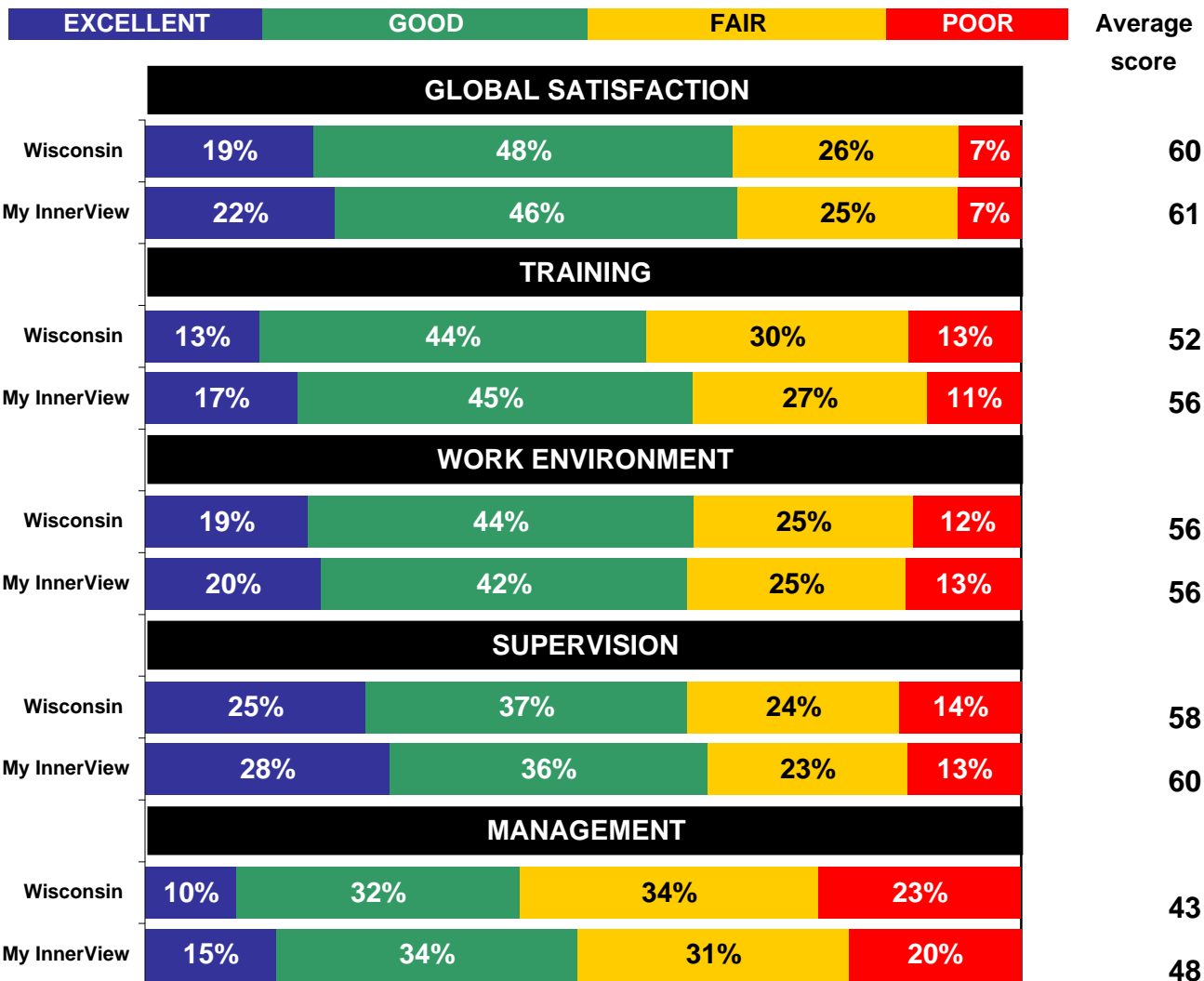
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EMPLOYEE SATISFACTION

GLOBAL SATISFACTION AND RATINGS BY DOMAIN FOR 2007



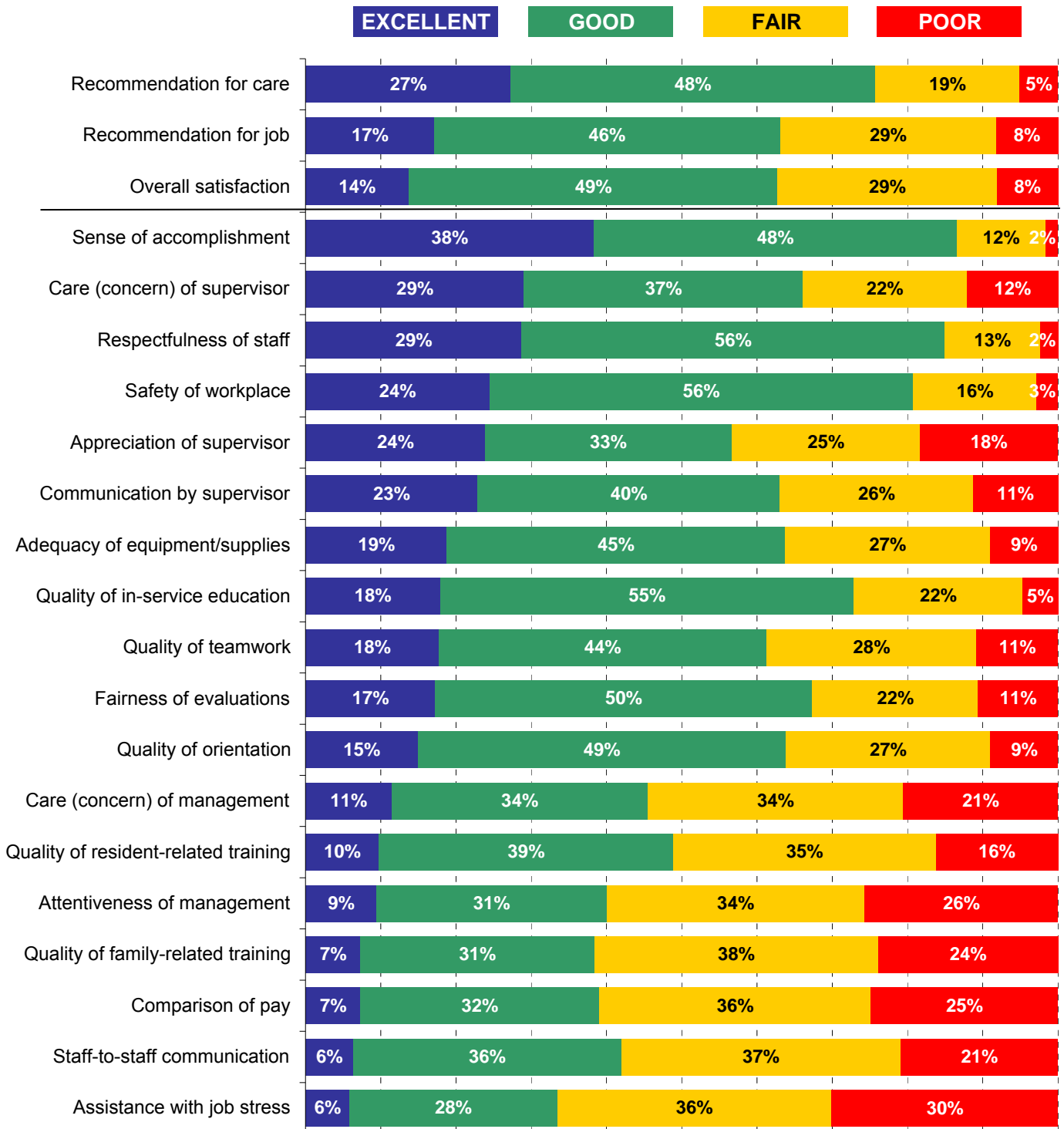
(The total percentage listed may be higher or lower than individual rating totals due to rounding)



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EMPLOYEE SATISFACTION

ITEMS RANKED BY PERCENT "EXCELLENT" FOR 2007



Items are ranked from highest to lowest on the percent of responses rated "Excellent." The percentages reflect averages across facilities. (May not total 100% due to rounding.) See chart 4 for comparison to prior years.

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EMPLOYEE SATISFACTION

QUADRANT ANALYSIS: STRENGTHS AND OPPORTUNITIES

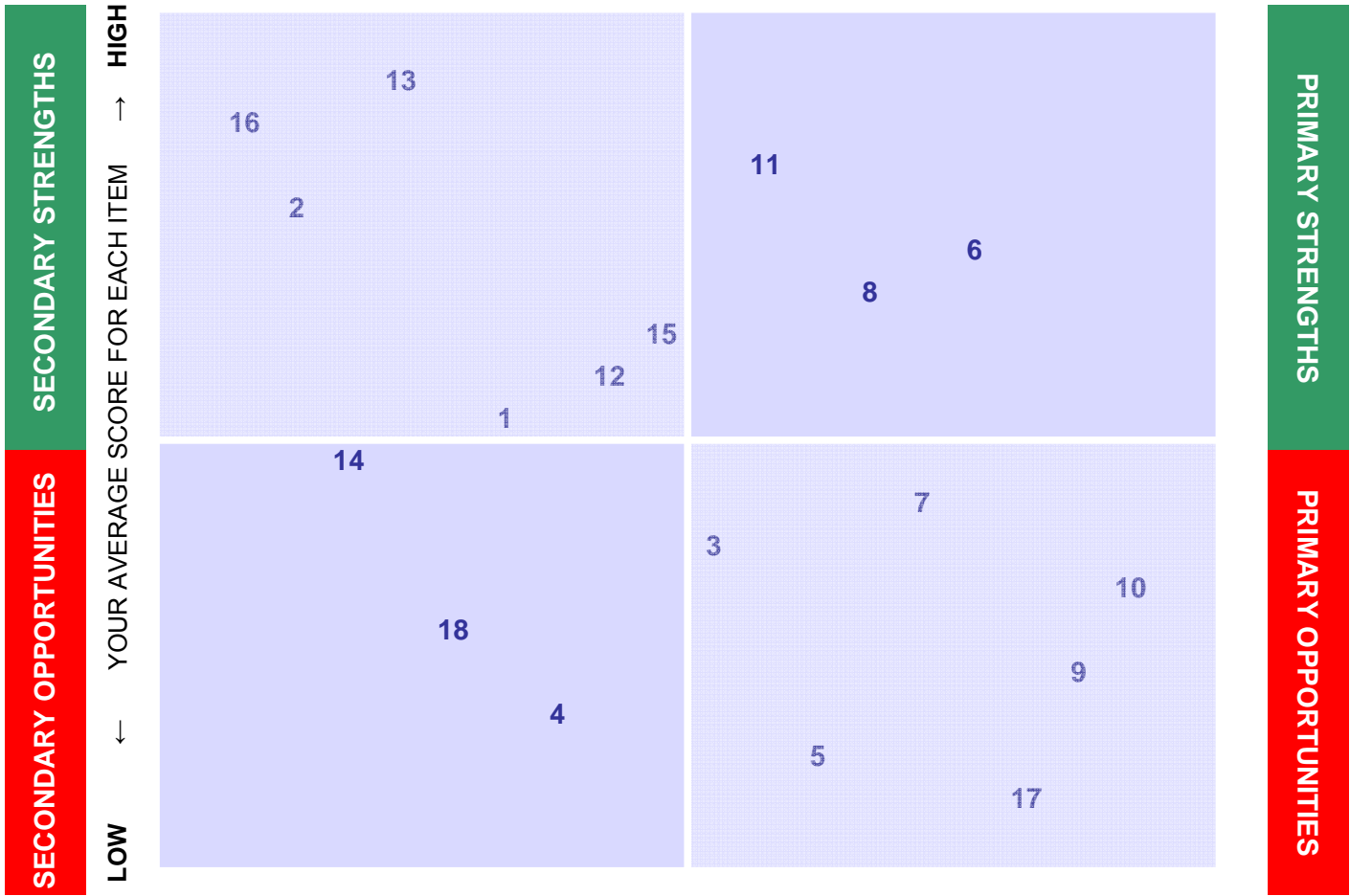
3

A

Quadrant A shows items of *lower* importance to "Recommendation" with a *higher* average score

Quadrant B shows items of *higher* importance to "Recommendation" with a *higher* average score

B



C

LOW ← IMPORTANCE TO RECOMMEND FOR JOB → HIGH

D

Quadrant C shows items of *lower* importance to "Recommendation" with a *lower* average score

Quadrant D shows items of *higher* importance to "Recommendation" with a *lower* average score

The quadrant analysis plots the percentile rank of the average score on the satisfaction items against the percentile rank of the average "importance" score of each item and the question **What is your recommendation of this facility as a place to work?** Items in the lower right quadrant are those that are most important to "Recommendation" but received the lowest scores.

See actual satisfaction items and report labels at end of section



SECONDARY STRENGTHS

Items with average scores above the midline but not as important to "Recommendation"

- 12 Adequacy of equipment/supplies
- 15 Fairness of evaluations
- 1 Quality of orientation
- 2 Quality of in-service education
- 13 Sense of accomplishment
- 16 Respectfulness of staff



PRIMARY STRENGTHS

Items with average scores above the midline and more important to "Recommendation"

- 6 Care (concern) of supervisor
- 8 Communication by supervisor
- 11 Safety of workplace



SECONDARY OPPORTUNITIES

Items with average scores below the midline but not as important to "Recommendation"

- 4 Quality of family-related training
- 18 Staff-to-staff communication
- 14 Quality of teamwork



PRIMARY OPPORTUNITIES

Items with average scores below the midline and more important to "Recommendation"

These are areas that represent a good opportunity for improvement.

PRIORITY ACTION AGENDA™

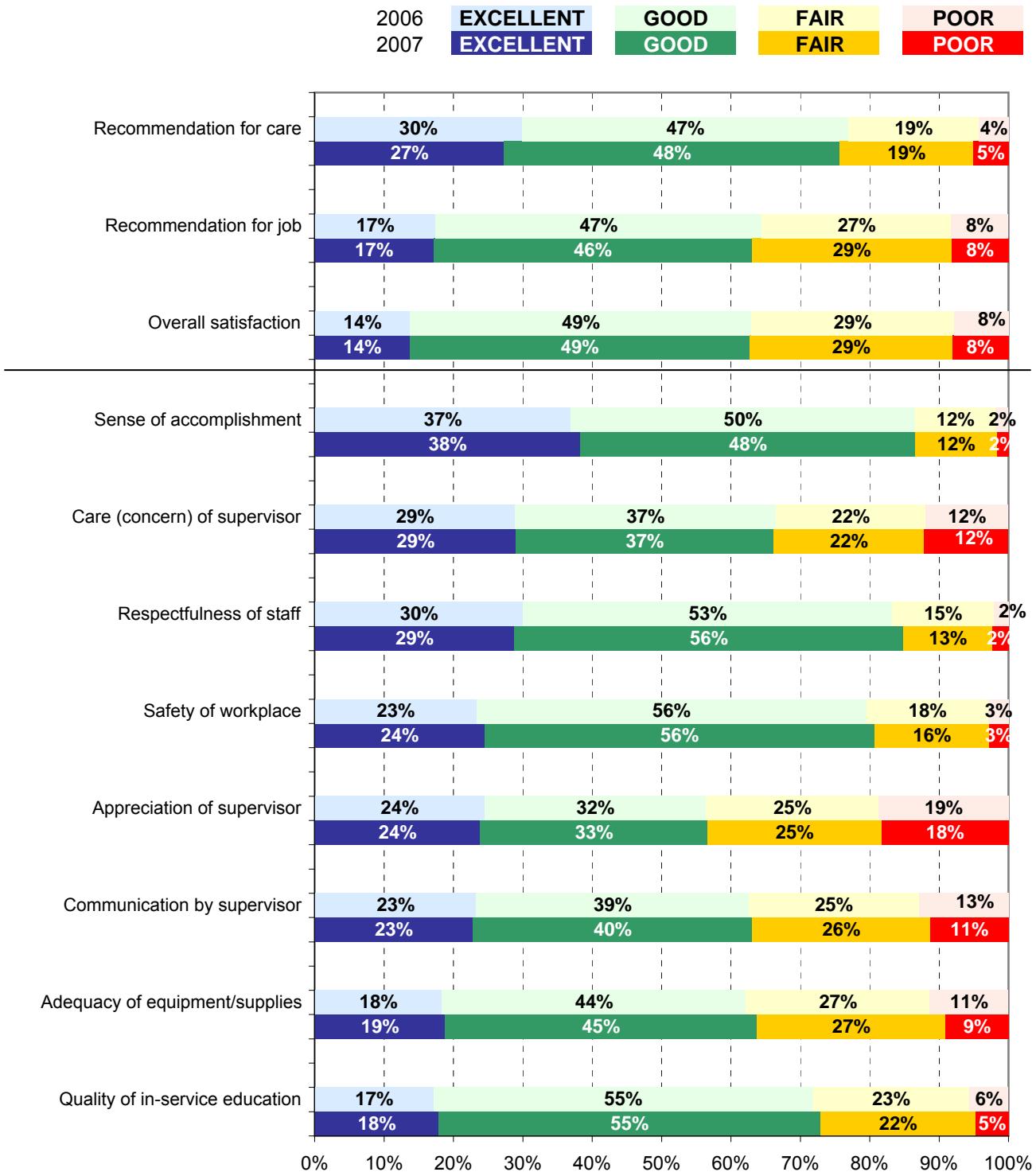
The top FIVE items in Quadrant D (*Primary Opportunities*) comprise your Priority Action Agenda and provide a focus for improving willingness to recommend this facility as a place to work.

If Quadrant D has less than five items, the Priority Action Agenda will list only those items in the quadrant.

- 17 Assistance with job stress**
- 9 Attentiveness of management**
- 10 Care (concern) of management**
- 5 Comparison of pay**
- 7 Appreciation of supervisor**
- 3 Quality of resident-related training**

EMPLOYEE SATISFACTION

ITEMS RANKED BY PERCENT "EXCELLENT" FOR 2006 AND 2007



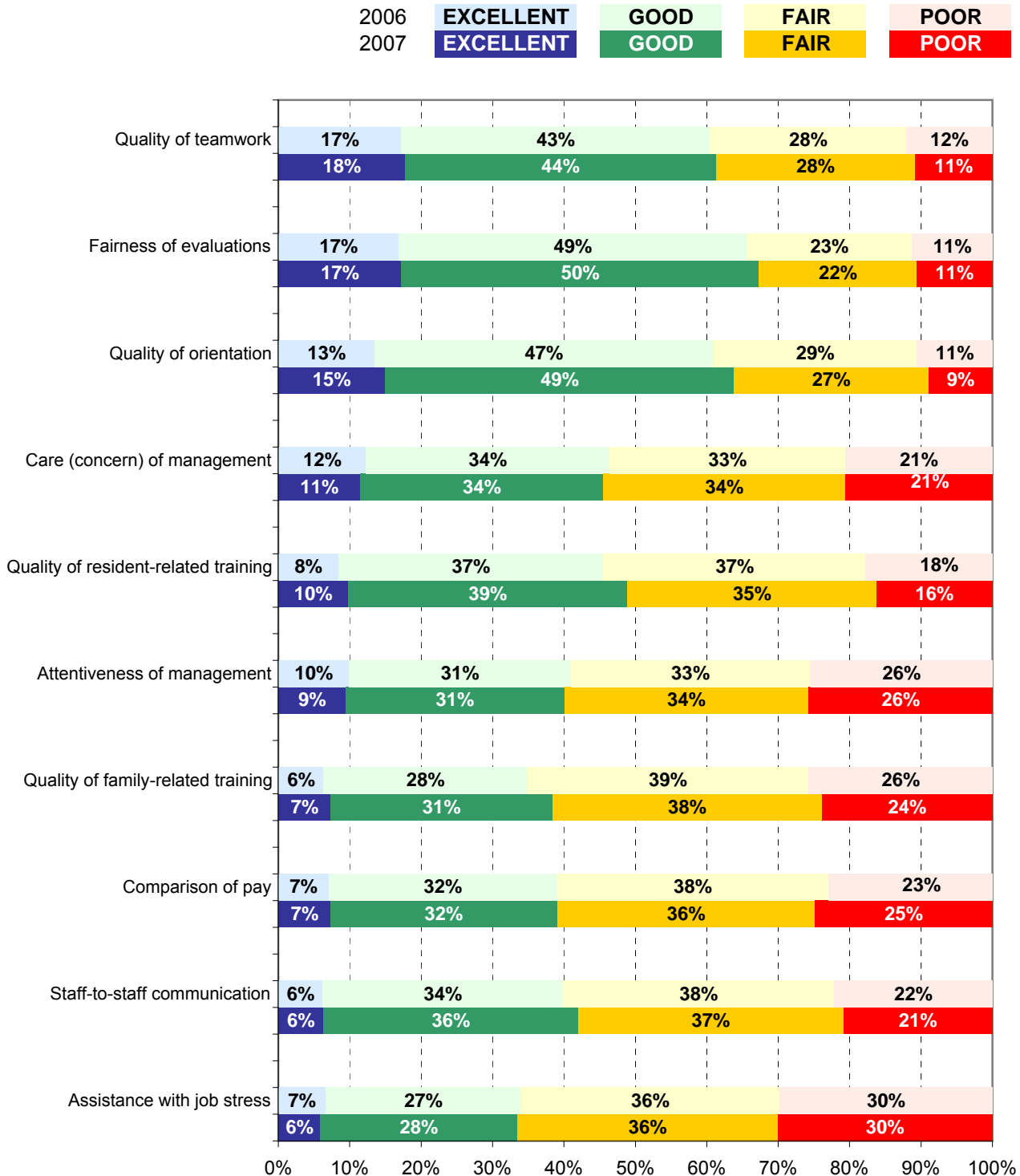
Items are ranked from highest to lowest on the percent of responses rated "Excellent" for the most recent year. (May not total 100% due to rounding.)

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EMPLOYEE SATISFACTION

ITEMS RANKED BY PERCENT "EXCELLENT" FOR 2006 AND 2007

CONTINUED



Items are ranked from highest to lowest on the percent of responses rated "Excellent" for the most recent year. (May not total 100% due to rounding.)

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EMPLOYEE SATISFACTION

ITEMS RANKED WITHIN DOMAIN BY AVERAGE SCORES FOR 2007

5

		2006	2007 MIV	
	Recommendation for care	66	68	65
	Recommendation for job	57	58	60
	Overall satisfaction	56	56	58
TRAINING	Quality of in-service education	62	61	64
	Quality of orientation	57	55	59
	Quality of resident-related training	47	45	53
	Quality of family-related training	41	38	48
WORK ENVIRONMENT	Sense of accomplishment	74	74	74
	Respectfulness of staff	70	70	69
	Safety of workplace	67	67	66
	Fairness of evaluations	58	57	59
	Adequacy of equipment/supplies	58	56	55
	Quality of teamwork	56	55	55
	Staff-to-staff communication	42	41	45
	Comparison of pay	40	41	41
	Assistance with job stress	36	37	41
SUPERVISION	Care (concern) of supervisor	61	61	63
	Communication by supervisor	58	58	60
	Appreciation of supervisor	54	54	57
MANAGEMENT	Care (concern) of management	45	46	50
	Attentiveness of management	41	42	47

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EMPLOYEE SATISFACTION

AVERAGE SCORES BY ITEM BY LOCATION TYPE FOR 2007

6

		Wisconsin	Rural	Suburban	Urban	
TRAINING	Recommendation for care	66	68	67	64	
	Recommendation for job	57	56	59	59	
	Overall satisfaction	56	56	58	57	
	Quality of in-service education	62	62	64	63	
	Quality of orientation	57	55	59	59	
	Quality of resident-related training	47	45	48	51	
	Quality of family-related training	41	38	41	44	
	WORK ENVIRONMENT	Sense of accomplishment	74	74	75	75
		Respectfulness of staff	70	71	70	71
		Safety of workplace	67	68	68	68
Fairness of evaluations		58	59	57	58	
Adequacy of equipment/supplies		58	59	55	59	
Quality of teamwork		56	55	59	56	
Staff-to-staff communication		42	42	47	41	
Comparison of pay		40	39	42	43	
SUPER-VISION	Assistance with job stress	36	35	39	38	
	Care (concern) of supervisor	61	59	63	64	
	Communication by supervisor	58	56	60	61	
MANAGEMENT	Appreciation of supervisor	54	52	56	57	
	Care (concern) of management	45	44	48	47	
	Attentiveness of management	41	39	44	43	

All scores represent average scores across survey respondents. Each item was measured on a four-point scale:

Poor = 0 Fair = 33.3 Good = 66.7 Excellent = 100

Items are listed by domain as they appear in the survey. The shading in the Rural, Suburban and Urban columns reflects a comparison to the state average: Green, higher than the state average; yellow, the same as the state average; red, lower than the state average.

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EMPLOYEE SATISFACTION

DEMOGRAPHICS AND BACKGROUND INFORMATION FOR 2007

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EMPLOYEE

Age		Gender		English as first language	
19 and under	5%	Female	91%	Yes	98%
20 to 29	21%	Male	9%	No	2%
30 to 39	17%				
40 to 49	24%				
50 to 59	22%				
60 or older	11%				

POSITION

Job category		Shift typically worked		Hours worked in typical week	
CNA	39%	Days	66%	Less than 10 hours	3%
Nurse	17%	Evenings	21%	10 to 20 hours	10%
Nursing Administration	3%	Nights	8%	20 to 30 hours	17%
Food Service	10%	Rotating	5%	30 to 40 hours	51%
Social Services	2%			More than 40 hours	20%
Hskg./Lndry./Maint.	10%				
Activities	3%				
Therapy/Rehabilitation	3%				
Business Office	2%				
Administration	3%				
Other Position	7%				

WORK HISTORY

Length of employment		Homes worked in 3 years	
Less than 1 month	2%	Just this one	73%
1 to 3 months	7%	2 to 3	25%
3 months to 1 year	17%	4 or more	2%
1 to 2 years	13%		
2 to 5 years	21%		
5 to 10 years	19%		
More than 10 years	22%		

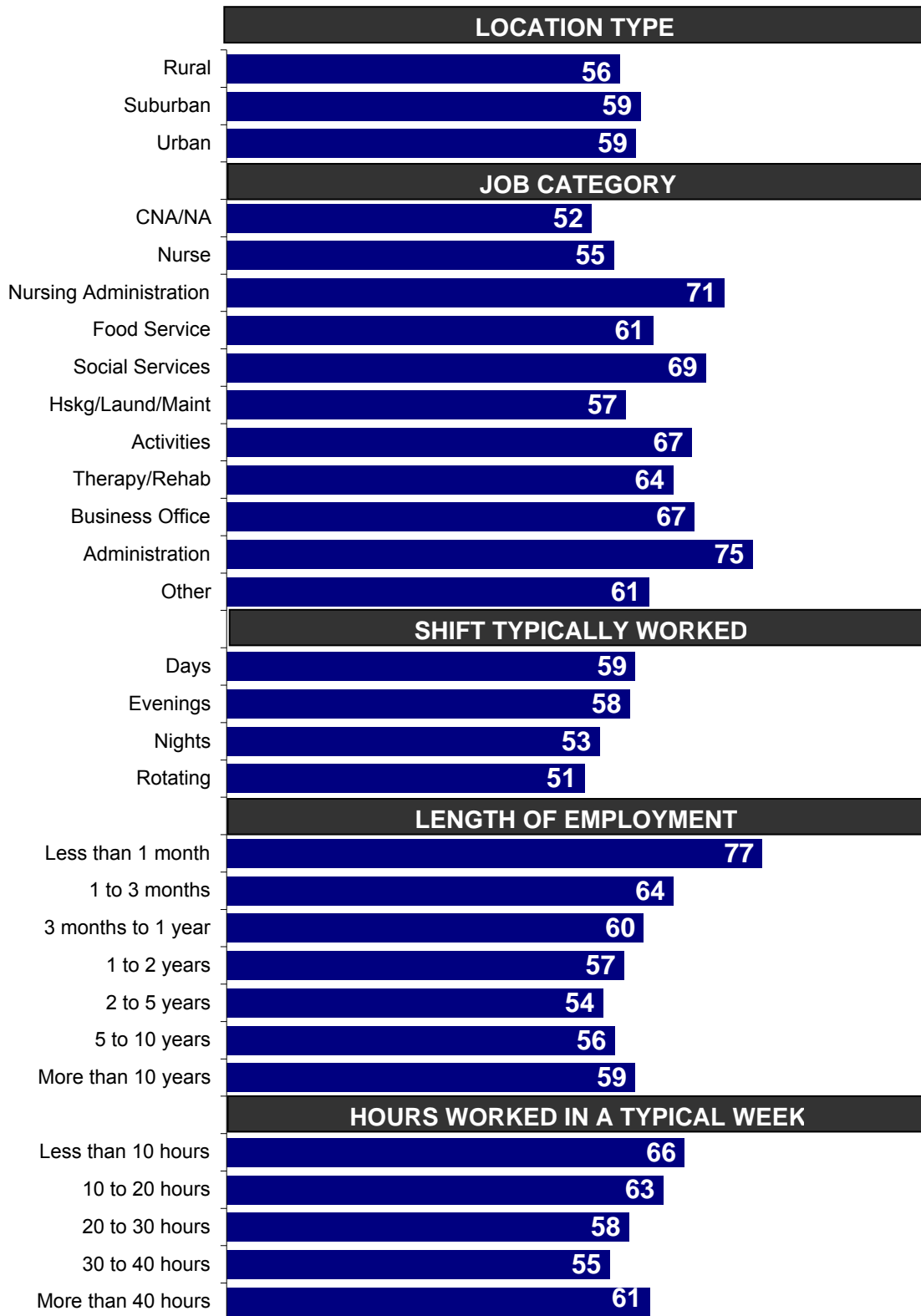
Totals may not equal 100% due to rounding.

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EMPLOYEE SATISFACTION

AVERAGE SCORES FOR "RECOMMENDATION FOR JOB" BY DEMOGRAPHICS FOR 2007

8



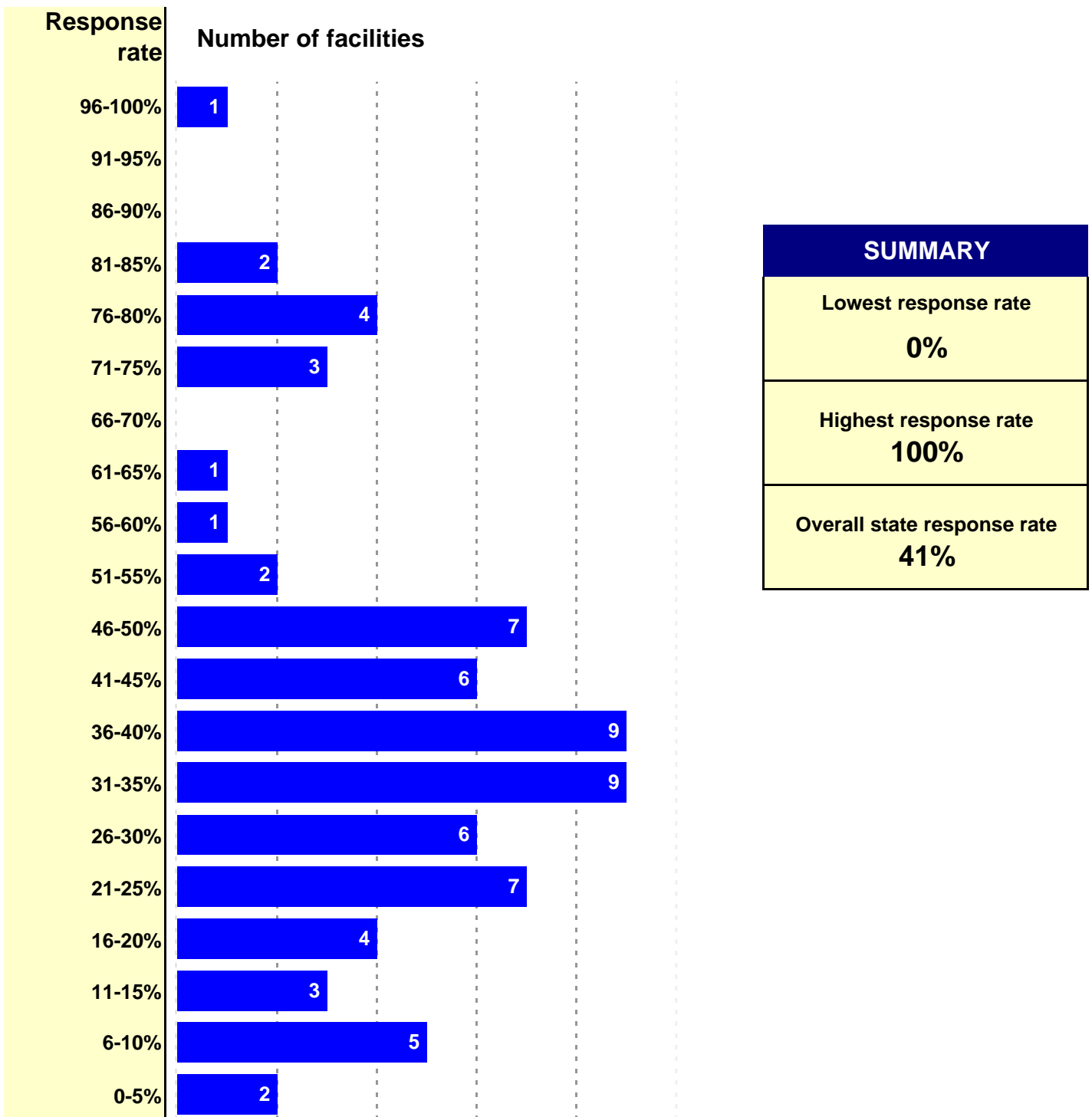
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EMPLOYEE SATISFACTION

DISTRIBUTION OF RESPONSE RATES FOR 2007

9

Results are for 72 participating facilities.



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EMPLOYEE SATISFACTION

SKILLED NURSING EMPLOYEE SATISFACTION SURVEY REFERENCE

ITEM NUMBER/LABEL	ORIGINAL SURVEY STATEMENT
GLOBAL SATISFACTION DOMAIN	
19 Overall satisfaction	How would you rate your overall satisfaction with this facility?
20 Recommendation for job	What is your recommendation of this facility as a place to work?
21 Recommendation for care	What is your recommendation of this facility as a place to receive
WORK ENVIRONMENT DOMAIN Rate this facility on ...	
5 Comparison of pay	The pay as compared to other facilities
11 Safety of workplace	The safety of the workplace
12 Adequacy of equipment/supplies	The adequacy of equipment and supplies to do your job
13 Sense of accomplishment	How your work allows you to make a difference in people's lives
14 Quality of teamwork	How your co-workers work together as a team
15 Fairness of evaluations	The fairness of your performance evaluations
16 Respectfulness of staff	The respect shown to the resident by staff
17 Assistance with job stress	Helping you to deal with job stress and burnout
18 Staff-to-staff communication	Staff communication between shifts
TRAINING DOMAIN Rate this facility on ...	
1 Quality of orientation	The quality of new staff orientation
2 Quality of in-service education	The quality of in-service education
3 Quality of resident-related training	The quality of training you receive to deal with difficult residents
4 Quality of family-related training	The quality of training you receive to deal with difficult family members
SUPERVISION DOMAIN Rate this facility on ...	
6 Care (concern) of supervisor	How your direct supervisor cares about you as a person
7 Appreciation of supervisor	How your direct supervisor regularly shows you appreciation for a job well done
8 Communication by supervisor	How your direct supervisor regularly gives you important work-related information
MANAGEMENT DOMAIN Rate this facility on ...	
9 Attentiveness of management	How well facility management listens to employees
10 Care (concern) of management	How facility management cares about employees
DEMOGRAPHICS AND BACKGROUND INFORMATION	
22 Age of employee	What is your age?
23 Gender of employee	What is your gender?
24 Job category	What is your job category?
25 Shift typically worked	Which shift do you normally work?
26 Length of employment	How long have you worked at this facility?
27 Homes worked in 3 years	How many nursing homes have you worked at during the last three years?
28 English as first language	Do you speak English as your first language?
29 Hours worked in typical week	How many hours during a typical week do you normally work at this facility?