

Staff, Consumer Satisfaction Climb

Report Based On Largest-Ever Respondent Database

Consumer satisfaction with the country's nursing facilities continues to climb, according to a survey of more than 516,000 nursing facility residents, family members, and employees. Conducted by Wausau, Wis.-based My InnerView (MIV), an applied research company, the survey is the most comprehensive voluntary survey ever taken of nursing facility consumers (residents and families) and staff in the United States, MIV says.

The report, titled, "2009 National Survey of Consumer and Workforce Satisfaction in Nursing Homes," indicates that a majority (85 percent) of consumers are willing to recommend their facility as either "excellent" or "good" to others—four percentage points higher than the same survey

A majority (85 percent) are willing to recommend their facility.'

conducted in 2005. In addition, 68 percent of employees recommend their facility as a place to work as either "excellent" or "good."

The survey also shows that satisfaction among nurses and nurse assistants remains lower than the satisfaction of employees in other job categories; however, both types of workers have become more satisfied with their facilities since 2006, showing a sustained upward trend.

"This is by far the largest database ever collected about the willingness to recommend a facility by residents, families, and employees in America's nursing homes," says Neil

Gulsvig, MIV president. "The data allow nursing home leaders and public policy makers to more precisely target quality issues and workforce retention efforts."

Additional findings point to a correlation between states with pay-for-performance systems and a higher degree of satisfaction among consumers and employees in those states, the care and competency of staff are the two top factors that drive consumer recommendation, the care and concern of supervisors is seen as a primary strength by employees, and job stress and management issues are the main areas for improvement in nursing facilities.

The database of respondents to MIV's survey has grown dramatically, from 70,966 in 2005 to 516,706 in 2009.

This group includes 306,427 nurse assistants; 146,595 nurses (registered, licensed vocational, and licensed practical nurses and non-administrative positions); and 322,597 other staff.

—Meg LaPorte

Consumer: Recommendation To Others

The following table illustrates the combined percentage of "excellent" and "good" recommendations of the nursing facility to others (figures are rounded).

	All Consumers	Resident	Family
2005	82%	81%	82%
2006	82%	84%	82%
2007	82%	84%	82%
2008	85%	85%	84%
2009	84%	85%	84%

Workforce: Recommendation To Others

The following table illustrates the combined percentage of "excellent" and "good" recommendations of the nursing facility as a place to work (figures are rounded).

	All Workforce	Nurses	Nurse Assistants
2006	64%	55%	59%
2007	63%	58%	58%
2008	65%	60%	60%
2009	67%	61%	63%

Source: My InnerView, July 2010

P4P Linked To Staff And Consumer Satisfaction

My InnerView examined consumer and workforce satisfaction and its correlation to nursing facility pay-for-performance (P4P) programs in seven states—Colorado, Georgia, Iowa, Kansas, Minnesota, Ohio, and Oklahoma. Although there is not an explanation for why these differences in consumer and workforce satisfaction exist between states with and without P4P systems, MIV contends that "they lend support to the proposition that aligning financial incentives with better performance is an effective strategy for quality improvement in nursing facilities."

Consumer	2007	2008	2009
Colo., Ga., Iowa, Kan., Minn., Ohio, Okla.	85%	86%	86%
All other states (total)	82%	84%	84%
Workforce	2007	2008	2009
Colo., Ga., Iowa, Kan., Minn., Ohio, Okla.	62%	65%	68%
All other states (total)	61%	63%	64%