

NATIONAL RESEARCH FIRM REPORTS RI NURSING HOMES OUTPERFORM NATIONAL COUNTERPARTS

Warwick, RI, June 18, 2010...A report by My InnerView (MIV), a subsidiary of National Research Corporation and the nation's largest provider of performance measurement and benchmarking in the senior services sector, indicates that Rhode Island nursing homes have outperformed their counterparts nationwide on resident and family satisfaction surveys for the third consecutive year. Information provided through regular assessments of customer and staff satisfaction help to fill a gap in traditional regulatory-based determinations of nursing home performance. Numerous research studies confirm that customer and employee satisfaction in nursing homes is both an indicator of quality of care and a component of quality of care.

Two key findings in My InnerView's Rhode Island 2009 nursing home resident and family satisfaction surveys reflect:

- Ninety-two percent (92%) of resident survey respondents gave an overall satisfaction rating of "excellent" or "good," with 92% rating their willingness to recommend their facility to others as either "excellent" or "good". These ratings were significantly higher than My InnerView national averages. The proportion of "excellent" responses in the overall combined global satisfaction number has continued to grow and is quite high by national standards. The overall national average for ratings of "excellent" or "good" was 88%.
- Equally, 92% of family survey respondents gave an overall rating of "excellent" or "good", with the same percentage indicating a strong willingness to recommend to others the facility where their loved one was receiving care and services. These percentages also exceeded the national benchmark average of 86%, a significant margin. According to My InnerView, since family members are commonly more demanding in their responses to satisfaction surveys than residents themselves, the fact that global ratings from family members virtually matched those of the resident sample is a positive indicator. (State-based samples compiled by My InnerView across the U.S. typically produce family satisfaction levels that are lower than those of the residents themselves.)

State law requires nursing homes to survey residents and their families about their satisfaction levels but not their employees. Believing firmly that employee attitudes influence the compassion with which they render care, increasing numbers of Rhode Island nursing homes take the extra step of surveying their employees. The corresponding results also yielded a set of ratings that exceeded national benchmark averages. Specifically, 68% of responding employees rated their overall satisfaction as either "excellent" or "good," with 70% giving an "excellent" or "good" recommendation of their facility to others as a place to work, and 79% saying they would recommend the facility as an "excellent" or "good" place to receive care. Studies have shown that staff satisfaction correlates directly to family and resident satisfaction.

"Rhode Island facilities routinely outperform their national counterparts on clinical measures. It's even better news though, when the results of our quality improvement efforts are lauded by the elderly we serve, and their families," commented Virginia Burke, President and CEO of the Rhode Island Health Care Association (RIHCA), the state's largest non-profit trade association of skilled nursing and rehabilitation facilities. RIHCA uses the satisfaction survey results to structure educational opportunities geared toward the improvement of the living and working environment in member nursing homes.

Results of Rhode Island nursing home resident and satisfaction surveys can be found on the Rhode Department of Health website at <http://www.health.ri.gov/data/nursinghomequality/Satisfaction.pdf>. To see the full 2009 Rhode Island Nursing Home Satisfaction Executive Summary by My InnerView, visit RIHCA.com.