An Innovative Approach to Boosting Retention

How a large senior provider cut turnover by 22% and saved $1.32M

Summary

A major nationwide senior living provider was overwhelmed by rising workforce shortages and needed a reliable way to curb turnover. They partnered with Arena Analytics for an innovative, data-driven solution to stabilize their team. Within 3 months, the provider was able to reduce turnover by 22% and add $1.32 million back to their bottom line.

The Challenge

A major nationwide senior living provider was experiencing high employee turnover in both clinical and non-clinical roles.

> The fallout of this worker shortage was impacting productivity, efficiency, and quality, with several of its facilities operating with only a fraction of the necessary workforce at various times.

The internal team worked hard to fill these vacancies but were ultimately spending too much time re-hiring the same roles. And the cost of each new clinical ($5,000) and non-clinical ($2,500) hire was adding up, amounting to millions of dollars in labor costs each year. The provider aimed to address these issues internally by offering incentives to its internal hiring team and refreshing its employee brand with a renewed focus on mission and culture. Despite these efforts, turnover continued to creep above the industry average. The senior leadership team needed a more innovative, data-driven approach to improve retention. They needed Arena.

The Solution

The goal of this partnership was clear: identify where shortages most heavily impacted operations and find a solution that could reverse these effects. Across 11 focus communities, a 5-minute questionnaire was added into the existing hiring process within the provider Applicant Tracking System (ATS). The unique interactive questionnaire collects not only candidate responses but also analyzes interaction and behavioral data in the form of clicks and keystrokes.

Powered by machine learning, Arena results predicted which candidates will thrive within specific locations, departments, and even roles. The HR team received a streamlined, dashboard view of all incoming candidates paired with Arena's recommendations to guide hiring recommendations.

The Arena Solution

In parallel, Arena's Client Success team worked with the provider to:

1. **Integrate their ATS with the Retention model** to automatically exchange job application data and candidate predictions
2. **Define the user experience** for job applicants, recruiters, and hiring managers and provide ongoing training and support
3. **Automate the flow of employee data** from their HR systems to the retention model to improve accuracy and keep information current

The Results

The partnership was a resounding success. The communities that hired candidates recommended by Arena saw a decrease in turnover of 28% in the first 60 days, and 22% in the first 90 days. Further utilizing the power of Arena recommendations, the provider was able to avoid hiring hundreds of employees not predicted to succeed, resulting in an annual cost savings of $1.32M.

The Arena team consulted with the provider's HR teams along the way to ensure maximum success. Ongoing guidance on how to engage high quality candidates and maximize interest enabled the hiring teams to streamline internal processes and optimize candidate experience.

28%

Turnover reduction in first 60 days

$1.32M

Savings from hiring Arena candidates

About Arena

At Arena Analytics, we believe that talent is equally distributed, but opportunity is not. Our goal is to rewire the labor market by applying predictive analytics, data science, and artificial intelligence to transform the way organizations identify, match, and hire people. When we get it right, the end result benefits everyone. Employers maximize retention, improve performance by matching people to the right jobs, and reduce bias in the hiring process. Employees find jobs that allow them to thrive, grow, and succeed. And the workforce as a whole becomes more efficient, productive, and equitable.

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