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Employee Retention: Training Makes a Difference

Welcome to the Silverchair Learning Systems Quarterly Newsletter.

It is our pleasure to provide this free newsletter to all parties interested in improving the quality of care through employee education.

At Silverchair Learning Systems, our sole focus is providing superior products and services to support the education and training of people employed in Senior Care organizations.

This quarter's newsletter is dedicated to providing helpful hints about using employee training to improve skills, morale, and retention.

Please let me know what you think.



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Employee Retention: How Training Makes a Difference

One of the biggest challenges faced by senior care facilities is employee retention. Keeping talented, caring staff can help facilities thrive and help with the financial bottom line.

Sources indicate the recruitment cost of a CNA to range from \$2,000 - \$3,500. If a company employs 1,000 people and they can reduce turnover by 3%, management can save \$60,000-\$105,000 in hiring and retention costs. The savings and financial benefits are worth pursuing.

So how does a facility begin to improve employee retention? It's simple: Implement training systems that improve education and morale. Two key aspects of a training program can affect retention: a quality training system and employee empowerment. Senior care facilities that incorporate these aspects experience a more satisfied workforce that is less likely to turn over.

A Quality Training System

Most senior care facilities conduct their employee training and in-service sessions the traditional way—long, in-person meetings and seminars that employees and education coordinators dread. Traditional classroom settings are difficult to schedule, take time away from patient care, and lack excitement and interest. A new approach to training that utilizes technology and quality content can get employees enthused and make training easier.

An eLearning training system offers everything that a traditional training process doesn't: consistent, quality-controlled content; a user-friendly format, flexibility (courses are available online anytime); and easy tracking and scheduling for managers. This new training format has a positive effect on employee attitudes toward training, and shows the staff that the facility is investing in their professional development.

Facilities that use eLearning are finding that the system revolutionizes their employee training. “The employees are happier,” says Judy King of the Johnson Center. “They are able to take the time they need to get through the material. They are not worried or anxious about training now. The staff is enjoying it so much that we are allowing them to take as many courses as they want as long as they're done before the due date.” A number of facilities that employ eLearning have seen a similar motivation in their staff to take extra courses or to spend more time with their courses in order to truly understand the material. These employees are being given the opportunity to develop their skills, improve their patient care, and learn more about their profession.

“Training looks completely different now,” says Marylynn Hibdon of Elmcroft. “We've

**EMPLOYEE RETENTION:
TRAINING MAKES A DIFFERENCE**

Employee Retention and Training (continued)

encouraged Directors to be more involved with training. They are now stretching themselves technically and getting more involved with their staff.”

Employee Empowerment

Senior care facilities should never underestimate the effect of empowerment on their employees. For many members of the frontline workforce, training is a chore that offers them little choice in topics, timing, or format. With an eLearning system, facilities can put a good amount of decision-making power in their employees’ hands, allowing them flexibility in when, where, and how they complete their courses.

The right system offers an easy-to-use interface that only needs a web browser to work – so employees can train anywhere as long as there is an Internet connection. Since courses are available at all times, your staff can choose a time that is convenient for them to complete their training. Our courses are written at a 6th-8th grade reading level and are available in English and Spanish, so all employees can easily understand their lessons. With these features, employees are given a new power to train on their learning level and on their own terms.

With a newfound freedom in training, employees are enjoying training more and facilities are seeing an improvement in information retention and patient care as a result. Peggy Kish of Zandex observes, “The employees have a sense of independence in their education. They love the flexibility and the ability to complete courses in their own time.” Carolyn Wallace of Presbyterian Homes of SC has also seen a change in her staff since adopting an eLearning system. “They have built up self esteem by gaining a new skill. They now have a sense of control and accountability that

allows them the freedom to do their training at their convenience.”

When employees feel empowered, their loyalty to their employer grows. Facilities that invest in their employees’ education and make them feel like a vital part of the workforce see less turnover—and save more in hiring costs. Ted Heenan of Advocat/Diversicare sees the advantage of employee empowerment: “Frontline employees are seeing an investment in them for the first time—that we care that they do a good job. Morale has increased.”

Improving your training system is not the *only* answer to the employee retention question—but a solid system can be a powerful tool in solving this industry-wide challenge.



About Silverchair Learning Systems

Silverchair Learning Systems works with Senior Care leaders who want to improve the training process in their organizations. Silverchair offers a user-friendly online training solution that improves compliance and eliminates record keeping headaches, while saving time and money. Using this system provides peace of mind and confidence.

Silverchair makes online training successful by:

- Making it easy to get started.
- Making it easy to use.
- Making it easy to track.
- Making it educationally effective.
- Making it fun for the employees.

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