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HHR - Unique Challenges in Rural Areas & Solutions

Sienna Senior Living Overview

58 High Quality Seniors Living Residences in key markets of Ontario and British Columbia, 8,459 beds/suites

Retirement
15 Residences
1,591 Suites

Baltic
8 Communities
1,135 Beds/Suites

Long Term Care
35 Care Communities
5,733 Beds

1,781 Private Pay Suites

6,678 Funded beds

1,666 3rd Party Managed Beds/Suites

~11,000 Dedicated Team Members

MARIPOSA
GARDENS

A GREAT
PLACE TO LIVE
AND WORK.

Recruitment & Retention Challenges

- Lack of qualified applicants in the area

- Public and private providers are competing for the same talent

- Steady decline in enrollment in the on-site RCA program

Recruitment & Retention Challenges

- Lack of childcare & public transpiration

- Lack of affordable & year round housing

- Limited employment for other family members

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Retention Challenges

- Staffing shortages result in many Team Members working overtime Increased incidence of workload, stress, and burnout

- Perceived imbalance between demands of the job and compensation rates

- Demographics - 1/3 of our RCA Team Members will retire in the next 5-10 years

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HHR - Solutions

Solutions

- Provide tuition bursaries for the on-site accredited RCA certification

- Temporary assistance with accommodations for new team members moving to community

- Provide employee referral incentives

Solutions

- Recruiting more internationally educated Team Members

- Comfort and Support Worker

- Referred nurses to student loan forgiveness program

- We support the implementation of duel credit programs in high schools & placements at Mariposa

- Implement initiatives to reduce absenteeism and workplace injuries

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<u>Solutions</u>

- 2017 Launched a national social media recruiting campaign

- Social media has changed the way companies approach finding talent (the world of talent acquisition has gone nearly 100% digital)

- LinkedIn, Glassdoor, Facebook, Instagram, etc.

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Thank You!