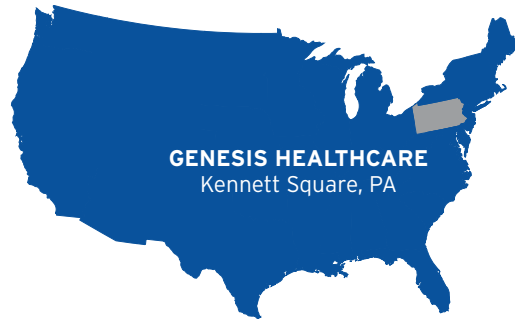


2015 FRONTLINE WORKER CHAMPION PROFILE



AN EARLY LEADER IN FRONTLINE WORKER ADVANCEMENT

As one of the nation's largest skilled nursing and rehabilitation therapy providers, Genesis HealthCare is committed to frontline worker investment. Following its mission to "Grow Our Own," Genesis has been recognized as a 2015 CareerSTAT Frontline Health Care Worker Champion for its expansive CNA training program, its employee-focused career mapping guides, and its deep community engagement.

Through over a decade of investment and training, **Genesis has graduated 4,367 employees** from the Genesis CNA/GNA Training Program.

Genesis HealthCare worked with the Baltimore Alliance for Careers in Healthcare (BACH) to create a map of careers in long-term care. *Mapping Your Future: A Guide to Career Growth in Long-Term Care* is used by One-Stop Career Centers throughout the region and by high school students interested in pursuing a career in long-term care or nursing.

Genesis HealthCare provides standardized curriculum for CNA training, on-site training and examination, and candidate recruitment for its frontline workers.

SINCE 1999, GENESIS HEALTHCARE HAS GRADUATED 4,367 CNA STUDENTS IN MARYLAND, WITH 101 EMPLOYEES RECEIVING TRAINING IN 2013. OVER THE PAST DECADE, 224 PROGRAM PARTICIPANTS HAVE RECEIVED PROMOTIONS.

101

101 Employees
Trained in 2013

224

224 Promotions
Received by
Employees

GENESIS HEALTHCARE PROGRAM

Genesis HealthCare is built on a "Grow Our Own" philosophy that has fostered a culture of personal development and growth. Focusing on its frontline clinical workers, Genesis HealthCare maintains an in-house CNA/GNA Training Program that provides training and accreditation through the Maryland Board of Nursing.

BUSINESS IMPACT

At the start of its CNA training program in 1999, Genesis HealthCare spent \$3.5 million for CNAs through CNA agencies. In 2013, it spent only \$67,229, representing a 98% reduction in reliance on staffing agencies. Furthermore, Genesis HealthCare maintained an 81% retention rate for its 2013 program participants.



NOTE FROM THE CEO



Genesis HealthCare CEO George Hager believes that Genesis HealthCare's employees are the vital link between Genesis HealthCare and its patients and residents. He says, "Our training program is part of the Genesis HealthCare culture to 'Grow Our Own.' Our employees are the service we provide, the product we deliver. They are our most valuable assets, because they know our health care setting, our patients, and our residents."

FRONTLINE SUCCESS

Joanne Hamburg has persevered through a 26-year journey to reach her dream of becoming a Registered Nurse. With starts and stops, Joanne has moved from her starting position as a nursing assistant and has worked her way through multiple positions as a Certified Nursing Assistant, a Certified Medicine Aide, a Geriatric Nursing Assistant Specialist, an LPN, and ultimately a Registered Nurse. Genesis HealthCare offered programs and made connections that helped her succeed. Honored by that investment, Joanne hopes to give back by encouraging other workers to pursue education and training. She says, "When you get a gift, it's meant to be paid forward. I feel like my function in life is to show others that path, that this is what you can do."



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GENESIS HEALTHCARE STATS

- > Number of Employees: 95,000 Employees Nationwide
- > Number of Frontline Workers: 25,500 CNAs Nationwide

The 2015 CareerSTAT Frontline Health Care Worker Champions recognition program is generously funded by The Joyce Foundation.



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