



Creating a Culture of Compassion

As high turnover rates and staffing shortages continue to challenge the senior living sector, many organizations have intensified their focus on retaining employees. While wages and benefits are an important part of keeping a team happy, the organization's culture is critical for staff well-being, and for residents as well.

According to a recent article from Forbes, a strong culture that fosters teamwork, community, and inclusivity increases engagement exponentially. Companies with a robust culture have up to a 72% higher employee engagement. Engaged employees who find fulfillment in their roles as caregivers are not only more satisfied and less likely to experience burnout, but also provide better care to residents.

Provide Resources to Help Employees Manage Stress

Even if an organization has a strong culture, it's important to remember that employees will still face challenges and experience stress that can lead to burnout if it's not properly managed. Giving them resources is essential to keeping daily challenges from becoming overwhelming.

MorningStar Senior Living, which operates senior living, assisted living, and memory care communities in 11 states, has made this a priority. "MorningStar is an organization that absolutely walks the walk," says Ashley Guido, MorningStar's Chief Clinical Officer. "A lot of organizations say they put their team members at the forefront of their business model – MorningStar actually does that."

A key component of MorningStar's approach is ensuring that all team members have the help they need, when they need it. This includes making all levels of leadership available to team members who need assistance. "We've always been committed to providing additional resources, education, and support to team members so they can find some reprieve from the stresses of a job we know is challenging," Guido says.

Invest in Employee Growth

Investing in employees' growth and development has multiple benefits for staff, residents, and the organization itself. Employees who have opportunities to learn and grow, and are supported on their journeys, are more likely to envision a future with the organization. And those engaged and loyal employees create a talent pool of future leaders who are ready to grow their careers.

"The culture at MorningStar is different because we genuinely invest in our team members' ability to serve our residents well," Guido says. "We firmly believe that if we take care of our team members, they will take care of our residents."

PharMerica is partnering with leading organizations to support DONs and other nurse leaders in long-term and post-acute care with needed resources and education. Access more at PharMerica.com/who-we-are/nurse-advancement.