



Senior Care Home

Reduces turnover by 37%

Objective

To improve hiring quality

Assessments

Aptitude, Personality,
and Work Ethic

Industry

Senior Care and
Assisted Living

Company Size

100+ Employees



Confidential
Senior Care Home

About the Company

This long-term care home in West Virginia was struggling with a common industry challenge: high staff turnover, particularly in tough-to-fill roles like care aides and overnight support workers. These positions were critical to maintaining quality care but were difficult to staff consistently due to burnout, poor job fit, and limited applicant pools.

The Challenge

Traditional hiring practices, including interviews and resumes, weren't enough to identify candidates who could thrive in the emotionally demanding and team-oriented environment. As a result, the organization faced a **6-month turnover rate** exceeding 40% in key roles, leading to staffing gaps and increased strain on existing employees.

The Solution

The care home partnered with Prevue to improve the quality and retention of new hires. By incorporating **Prevue's Aptitude, Personality, and Work Ethic Assessments** into their hiring process, they were able to gain deeper insights into candidates' suitability – revealing strengths and potential traditional methods often overlook.

How Prevue Helped

- **Smarter Screening:** Candidates were assessed for personality traits, cognitive ability, and work ethic before being invited to interviews, saving time and improving candidate quality.
- **Custom Job-Fit Profiles:** Using benchmarks based on top-performing staff, the organization could quickly identify applicants with the right mix of empathy, resilience, and reliability.
- **Improved Retention:** New hires who aligned well with the assessment results stayed on average **9 months longer** than those hired through previous methods.
- **Stronger Teams:** Managers reported better team cohesion, fewer performance issues, and noticeable improvements in resident satisfaction.

The Impact



37%
decrease in turnover



25%
faster time-to-hire



Improved
resident satisfaction

“Prevue helped us go from hiring reactively to hiring strategically. We're seeing better fits, stronger teams, and happier staff – and that's directly impacting the care we're able to deliver.”

— HR Manager, Senior Care Home

For more information about how we can help your organization with hiring and talent management, get in touch.



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