

Here's why Trilogy
employees had to stop saying

**“I DIDN'T
KNOW”**

When unconnected
non-desk workers get
connected, employee
satisfaction scores
increase, followed
by collective
productivity
and profit.



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Now you know.

Serving and caring for thousands of assisted living residents is the mission of Trilogy's workforce. These employees are chefs, cooks, facility managers, PRNs, and CNAs - they DON'T spend their workdays in a cubicle and the vast majority DO NOT have company email. They relied on word of mouth, break room posters, personal email or "trickle down" communication from managers.

This lack of real-time communication resulted in disconnected employees feeling less engaged, leading to lower employee satisfaction scores which impacts operational efficiency, employee turnover, and resident care.

AT LEAST THAT'S THE WAY THEY DID IT.

Trilogy found us, Red e App. An enterprise mobile platform that matches the needs and behaviors of Trilogy's non-desk workforce.

Here's how we helped.



It's simple, really. They had a few...

CHALLENGES

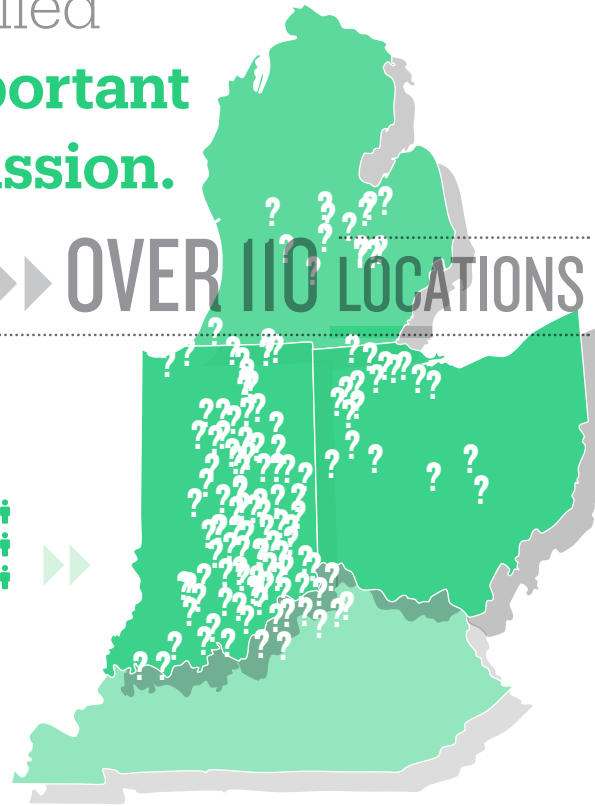


55-75% TURNOVER RATE

Employee turnover is on the rise at long-term care organizations, with industry-wide turnover rates range from **55% to 75% for nurses and aides** and **sometimes over 100% for aides alone.**

Leadership communications relied heavily on word of mouth = **important information got lost in transmission.**

WORD OF MOUTH ►► 15,000 STAFF ►► OVER 110 LOCATIONS



Corporate energies went into costly and time-consuming printed bulletins or in-home mailings that were outdated almost as soon as they were posted = **team members were still disconnected from company operations and tactical changes that directly affected occupancy rates and budgetary goals.**

Employee complaints and satisfaction with the company centered around poor communication with managers and teams = **employees feeling disconnected and as a result not staying in their positions for very long.**



Inefficient, analog communication methods around work schedules and shift coordination = **higher overtime rates, last-minute scrambling to fill shifts, and employee burnout**

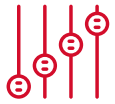
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So we provided a...

SOLUTION



This is what we like to call the Wheel of Connected Intelligence.

(nothing artificial here)

Yes, it's possible to connect the unconnected to strong business outcomes and avoid the risks of doing... well...nothing.



The goal was to help Trilogy improve in many corporate-wide areas including:

Change Management

Safety & Compliance

Training / Learning

Benefit enrollment

Shift Coverage and overtime optimization

Data Management and movement between individuals and systems

Employee Recognition

Automation of manual tasks

Accountability

Workforce Development

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Trilogy + Red e App Implementation



Within months, more than 75% of all Trilogy employees began actively using Red e App.

Employees immediately saw how easy it was to gain access to information and communicate with their teams, and how it benefited their daily work.

11,000⁺
EMPLOYEES CONNECTED

3,700,000
MESSAGES READ TO DATE

The impact of a connected workforce?

Meaningful company-wide connection to role/job, management and company.

Automated workforce optimization, development and management that is now able to be extended out to the entire workforce.

Access to job critical documentation, policy, workflow and compliance

Unprecedented visibility to company-wide engagement as well as management, location or business unit performance.

Trilogy has experienced over

24

months of consecutive growth of Red e App usage, and new employees are downloading Red e App to their mobile devices every day.

This is one word-of-mouth message that everyone at Trilogy is sharing:

“Download Red e App now.”

other common phrases are **“I just Red e App’d you,”** and what they aren’t hearing as much anymore is **“I didn’t know that.”**

WHAT IS TRILOGY'S LEADERSHIP SAYING NOW?

“Communication is the cornerstone upon which our company’s culture is built. It’s how we share our mission, vision, and values, and how we ensure that our employees know that they are cared for.

Red e App is a powerful tool our leadership can use to build relationships with the employees they serve. This leads to higher retention, better care for our residents, and ultimately, a return on our investment.”

Randy Bufford, CEO



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Now you know.

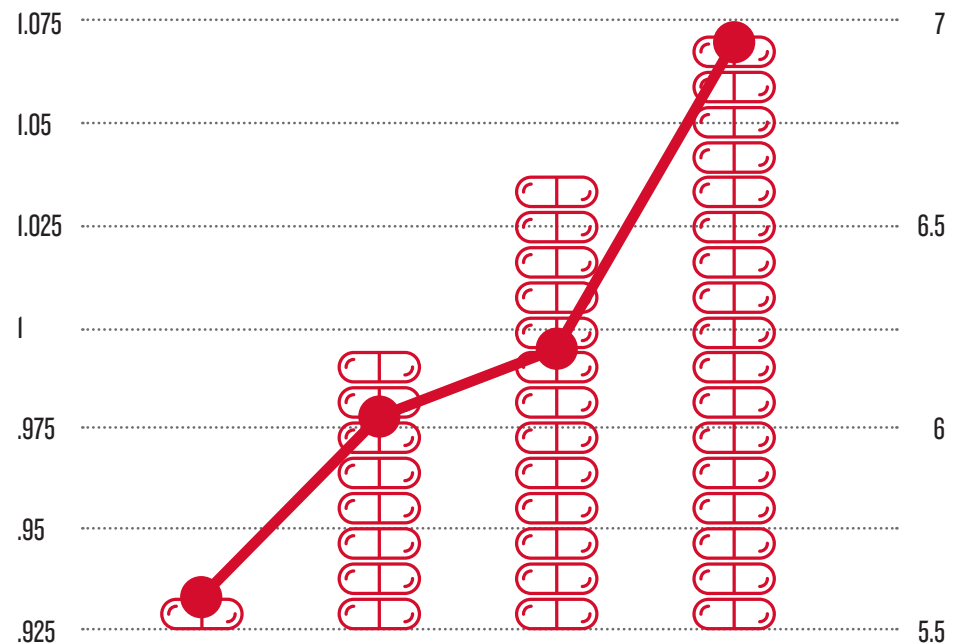
Trilogy + Red e App Results

So let's back up a second. What did we think we were going to achieve here? We wanted to prove something in which we passionately believe. Which is this.



So here's a chart.

Some of us speak in charts. Okay, all of us at Red e App speak in charts. Because we believe in something very nebulous. Something that not everyone believes. Until we show them proof. Like said chart. Because without this chart, everything we've said before is just speculation.



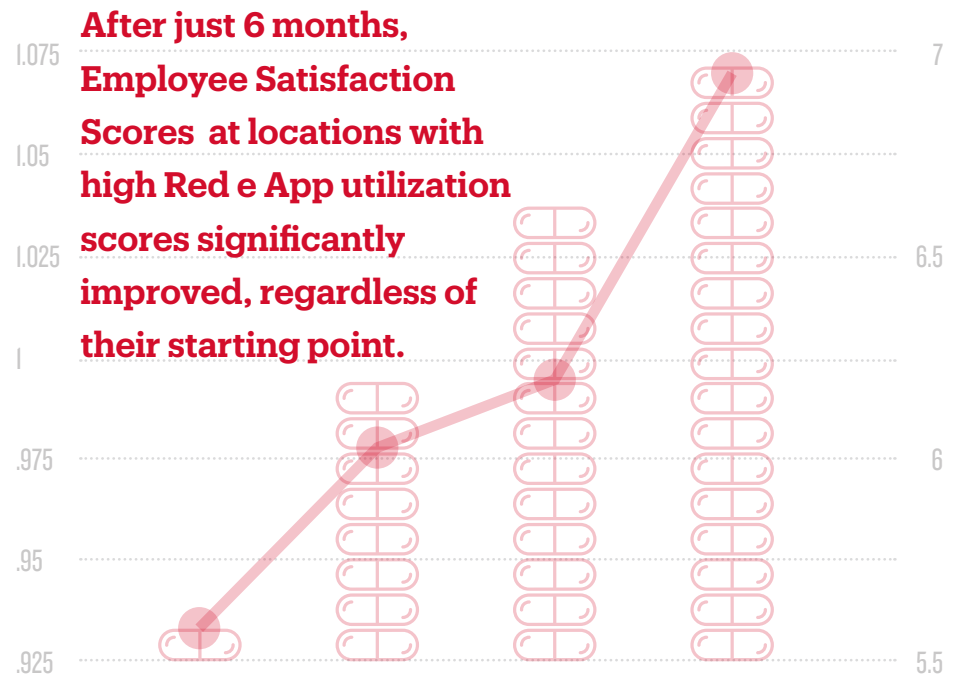
 Trilogy Employee Satisfaction % Change

 Red e App utilization score

Trilogy + Red e App Results

~~Basically, all you have to know is this. The overall data set has an R2 equal to 0.95. Scratch that. All you have to know is that we've proven what we believe.~~

That there is an unequivocal and direct correlation between employees who use Red e App and improved employee satisfaction.



 Trilogy Employee Satisfaction % Change

 Red e App utilization score

Trilogy + Red e App Results

And here's a chart that we can't show you - it proves that occupancy is up and turnover is at an all-time low at Trilogy. And you can probably guess what that has done for profits. Because we can't tell you that either. But trust us. It's good news for both of us.

	Employee Satisfaction Score	Customer Service Score	% of Employees >1 year	Annual Turnover	Six Month Turnover	Occupancy	Operating Margin	NOI to budget
Trilogy	8.8/10	9.2/10	85.5%	12.5%	6.2%	103.6%	120.3%	109.7%
Supplemental Metrics	8.5/10	9.0/10	82.0%	15.0%	7.5%	98.5%	115.0%	105.0%
Industry Benchmarks	8.2/10	8.8/10	78.0%	18.0%	9.0%	95.0%	110.0%	100.0%
Baseline	8.0/10	8.5/10	75.0%	20.0%	10.0%	90.0%	105.0%	95.0%

And...Now you know.

And if you don't believe us, call us, and we will introduce you to someone at Trilogy that will tell you how accurate this case study is and how it dramatically changed their culture...and bottom line.

red**e**app

Now you know.