



MBK Senior Living named one of the “Best Places to Work in Healthcare in 2009” by Modern Healthcare Magazine

“I’ve been a real believer in the positive impact PI® can make in the workplace. 60 to 70% of our company’s operating costs are labor based. We are clearly in the people business - our people are the key to providing the very best service and care to our seniors. It’s imperative for my organization to have the right people in the right jobs. There is no question that PI has been instrumental in doing that at MBK Senior Living. PI is also a critical tool in understanding individual work styles, as well as building and coaching teams to work effectively with each other, which ultimately leads to greater job satisfaction and retention. Using PI, we can ensure that employees are aligned with a job that best fits their behavioral style.

Our company’s turnover, since implementing PI, has gone from 70% to 39%, which for our industry is exceptional. Trust and mutual respect are two of our core values. The key to trust is being able to identify how employees are going to respond to certain behaviors and being open to individual differences. You develop a great work environment when you know your colleagues work styles, and can enhance communication by knowing their triggers and touch points. The ways in which we use the Predictive Index® touches all of our core values. In working to continuously improve our business, our managers use PI to study their team’s PI profiles to identify the different communication styles that may complement or conflict with each other.

PI has been extremely valuable to team building, job alignment, and performance. As a relatively young company, it’s been amazing to be recognized by Modern Healthcare magazine as number 37 out of 100 of the ‘Best Places to Work in Healthcare. When I was accepting the award, I spoke with several people about the Predictive Index. Their comment was, “Okay, so this is the tool for hiring.” My response was “No, this is a tool for managing the enterprise and your most important resource - your human capital.” With so many applications, hiring is just the tip of the iceberg in terms of the capability and the benefit of using Predictive Index.

Predictive Index is one of the core processes that we will continue to maximize and enhance our use of as we continually strive to achieve our mission of exceeding the quality, service and care expectations of those we serve. Our goal is to be named in the top 20 of the Best Places to Work in Healthcare in 2010, and Predictive Index will be a key instrument in achieving that goal.”

Terry Howard, CEO, MBK Senior Living