

Effectively communicate with staff and reduce turnover

Happy employees require more than just a paycheck—they crave a purpose and connection to the community. The most exceptional senior living HR professionals battle intense turnover rates and improve morale by fostering genuine relationships and communicating often with their team.

Touchtown cultivates extraordinary employee culture

The Touchtown Staff Communicator delivers the tools needed for community leaders to connect with their employees, operate efficiently, and cultivate a culture of inclusion.

With the Staff Communicator, employees are equipped with critical information about their role, responsibilities, and the community they serve.

- ✓ Showcase outstanding accomplishments and recognize employee dedication on **break room digital signage**
- ✓ Update staff in real-time with mobile **push notifications**
- ✓ Send **individual or group messages** to efficiently communicate within your organization
- ✓ Host HR documents within a **dedicated mobile and web app**

44% of senior living **employees** **turn over** within the first year.

- *LeadingAge Staffing Report*

Staff Communicator centralizes and strengthens employee communications on a convenient platform where all content is easily managed from a single point of data entry.

Digital Signage. Recognize employees and feature community stories. Utilize the employee lounge or break room to communicate the corporate mission and local community content from a Touchtown Digital Sign. Regularly celebrate employee contributions, introduce new residents, and broadcast critical announcements.

- Showcase **featured resident stories** using video or images
- Share **encouraging material** with third-shift employees
- Display **video messages** from leadership to make employees feel connected

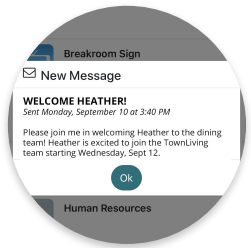


Touchtown Community Apps



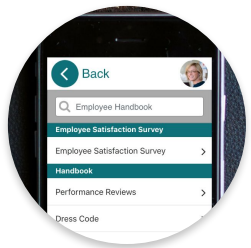
Mobile Push Notifications. Capture attention of employees, anywhere Communities send push notifications to captivate their employees with information needed to improve the efficiency of their daily duties and activities. Staff members stay connected and communities broadcast information that would otherwise go unseen.

- Promote **upcoming events or updates** like new EHR training resources
- Send company-wide **reminders for important deadlines**
- Showcase **employee of the month** to recognize outstanding performance
- Drive employees to utilize the app for event RSVPs and **shift coverage requests**



Group Announcements. Relay information to the appropriate team(s) Distribution groups allow management to send messages to segmented lists of employees, teams, or campuses. Easily manage multiple lines of communication across all departments and responsibilities.

- Receive **employee of the month nominations** within one central hub
- **Introduce new hires** within a team to help foster a sense of rapport
- Enable recipients to **respond to individual messages** and manage responses and message history from one location
- **Fulfill open shifts** by messaging all employees to cover for those who call off



Centralized Resources. Host employee resources in one location

Touchtown Community Apps connects employees to their leadership teams via an easily accessible interactive platform. Consolidate employee-facing content and assets into one centralized location.

- **Consolidate all employee resources** like handbooks and payroll information
- Catch employees up on **missed trainings** with on-demand access
- Manage employee **satisfaction surveys and questionnaires**
- Standardize documentation to **reduce time-consuming version control**

Want to see how Staff Communicator can improve tenure at your community?

Submit a few pieces of information and we will customize your experience—we like to make a good first impression: touchtown.us/staff-communicator