



For Immediate Release  
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## **Dove Healthcare and its Affiliates Recipients of WHCA Shining Star Award** *Recognized for Outstanding Employment Relations*

EAU CLAIRE – Dove Healthcare and its affiliates (Orchard Hills Assisted Living, Rutledge Home Assisted Living and Memory Care, and Wissota Health and Regional Vent Center) were awarded last week the 2008 Shining Star Award for Employment Relations by the Wisconsin Health Care Association (WHCA) and the Wisconsin Center for Assisted Living (WiCAL) at the WHCA/WiCAL annual fall convention.

“This is a fantastic honor,” said Dove Healthcare CEO Jim Deignan. “It is a validation of what I routinely see in each of our facilities: caring and hardworking staff who are doing an outstanding job of caring for those in need of short and long-term care services in our community. I’m proud of them, and proud of this recognition. This award is truly a tribute to our management team members for their commitment to excellence in creating an environment conducive to our employees’ success.”

The WHCA Shining Star for Employment Relations is awarded to a skilled nursing or assisted living facility that has demonstrated a measurable commitment to enhancing its workplace environment and can demonstrate a correlation between employee satisfaction and quality care/resident satisfaction; has taken dedicated and measurable steps to improve the workplace environment and increase employee satisfaction; and has implemented processes and/or innovations that have led to an increase in employee satisfaction, morale, and teamwork.

In 2002, Dove Healthcare and Orchard Hills’ management team developed and implemented a Code of Conduct which included revamping their hiring practices to attract the best possible employees, implementing a new two day employee orientation and annual review process held 34 times a year, and creating consistent management practices in handling employee relations issues. As a result, Dove Healthcare has reduced its employee turnover to half of the industry’s national average. As an organization, these practices have been duplicated in their affiliated facilities, and similar results have occurred.

Dove Healthcare was named the “Best Place to Work” by the Chippewa Valley B2B business journal in 2004, and has garnered praise from national health care trade journals for its innovative approaches to both resident care and employee satisfaction, including a most recent July 2008 issue of Health Care Executive highlighting its organization’s achievements.

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