

## Connecting to Customers

Just how essential is the work that we are called to do? It's all about the mission. Recently, I read a story that underscores this truth.

A factory made tubing used in medical equipment that delivered fluids to patients. Despite the importance of their work, morale among employees was low, product defects were numerous, and turnover was high.

Management tried several common-sense motivation tactics, such as improving benefits, but nothing seemed to engage employee interest.

What did work was a simple field trip – to a hospital where the factory's tubing was being used. After seeing close up the way that their own handiwork was being used to treat and save patients, the factory workers' attitude toward their jobs began to improve.

Knowing that their labors improved human lives made the fulfillment of their responsibilities meaningful – something compensation alone could not do.

In Life Care, Century Park and Life Care at Home, we understand that everything we do ultimately has an impact on the frail men and women entrusted to us. From the front-line caregivers to every associate on our corporate campuses, the actions we take have an impact on the service available to our residents and the effectiveness of the performance of those who have the hands-on care provided every day.

It is an awesome responsibility, but offers great personal rewards.

– Beecher Hunter