

Employer of Choice

Application Form

EMPLOYER OF CHOICE[®] RECOGNITION PROGRAM

WHAT IT MEANS TO BECOME AN EMPLOYER OF CHOICE[®]

In today's highly competitive employment world, employers of all kinds are eager to differentiate themselves from other organizations. The phrase, "**Employer of Choice[®]**," is coming into a common usage not dissimilar to the use of "excellence" in the 1980s. Not every company achieved the "excellence" they touted. Certainly not every company will become an Employer of Choice[®]. Companies that were not "excellent" are still around today; companies that don't become Employer of Choice[®] will continue to do business. The quality of success will be different, as will the vulnerability to failure. Organizations that earn the right to be described as Employers of Choice[®] will enjoy a higher level of performance, greater work force stability, and the level of continuity that assures preservation of the knowledge base, customer loyalty, employee satisfaction, and stronger profits.

To us, Employer of Choice[®] means that workers—employees and contractors—choose to work for that employer...when presented with other choices of employment. This choice is a conscious decision—or series of decisions—made when joining an organization and when deciding to stay with that organization. The deliberate choice even influences productivity, as employees choose to do what it takes to make their employer successful.

COMPETITIVE ADVANTAGES

Today's workers have choices, more so than ever before in history. Everyone has a wide range of choices of occupation, employer locale, industry, and work arrangements. In this seller's market, workers will make clear decisions about where they will work, why, and for how long. While each of us will establish our own personal decision-making criteria, research shows that we have a number of common issues that will influence our choices. The more employers understand about these common issues, the more they can take steps to strengthen their positions as Employers of Choice[®].

BENEFITS OF BEING RECOGNIZED AS AN EMPLOYER OF CHOICE[®]

Employers of Choice[®], able to attract, optimize, and retain top talent, will enjoy a substantial tactical advantage over their competitors. They will have the knowledge, experience, resiliency, and power to respond quickly to the marketplace, delivering what customers want more efficiently and more effectively than competitors plagued by nagging employee turnover. This strength will allow them to win more business and maintain high levels of customer service and loyalty.

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PRELIMINARY SITE VISIT INFORMATION

The information we are asking you to provide will enable us to compare the characteristics of your organization with the proven Employer of Choice[®] criteria. It will also allow us to provide you with feedback as to the impact of your human resource policies with financial and other outcomes that are important to your organization. Feel free to contact Tom Olivo, Director of Research at Employer of Choice[®], at **1-888-290-4EOC (1-888-290-4362)** if you need clarification of any item or wish to discuss how the information will be used.

General
Information

Champion's Name (main contact): _____

Organization Name: _____

Address: _____

City: _____ **State:** _____ **ZIP:** _____

Phone Number: _____ **Fax Number:** _____

Web Site: _____

Champion's Email Address: _____

How long has your Organization been in business? _____

Approximately what % of your work force are members of a union? _____

1. Please provide a general overview of your Organization, Services and market that you serve.

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Objective
Measures

The following data represent the financial and other baseline performance information about your organization over the last three years. We will use this data to compare your results to other similar institutions and to help you better understand the benchmark standards of high performance organizations. **Please note that all individual data will remain anonymous.**

1. What was the total “top line” gross revenue for your organization?

*Gross revenue includes all receipts from sales of services or products.

Please list for: 2005 _____ 2006 _____ 2007 _____

2. How much before tax, net income from overall operations did your organization earn?

*For Net Income, please take net sales revenue less cost of goods sold, minus operating expenses. Do not include extraordinary items or discontinued operations.

Please list for: 2005 _____ 2006 _____ 2007 _____

3. What was the average number of full-time (or Full-Time Equivalent) employees?

*Full Time Equivalents are permanent employees that are scheduled for 32+ hours per week.

Please list for: 2005 _____ 2006 _____ 2007 _____

4. How many temporary/part-time workers did your organization employ?

*These are workers that are scheduled for less than 32 hours per week or are temporary.

Please list for: 2005 _____ 2006 _____ 2007 _____

5. How many total full time (or Full Time Equivalent) employees have voluntarily left your organization?

*This number should **include** the total number of voluntary uncontrolled separations during the quarter and **exclude** separation due to death, illness, pregnancy, relocation, performance or discipline, cutbacks due to mergers, cyclical layoffs, and permanent reductions in force.

Please list for: 2005 _____ 2006 _____ 2007 _____

6. What was your industry’s average turnover?

Please list for: 2005 _____ 2006 _____ 2007 _____

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7. What was your total employee payroll (in US dollars)?

*Payroll includes all forms of compensation, such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions, to qualified pension plans paid during the year to all employees. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc.

Please list for: 2005 _____ 2006 _____ 2007 _____

8. How much money did your organization spend on learning, training and development?

*This number should include money spent on orientation, employee development, leadership development, online learning, offsite seminars and training, materials, tuition reimbursement and trainer's salaries. You should not include wages for employees while attending training events or travel expenses (e.g. hotel, mileage, meals, etc.).

Please list for: 2005 _____ 2006 _____ 2007 _____

*Please include a list of what you included in this number.

9. How much money did your organization spend on Work Force Retention Initiatives?

*This number should include money spent on attracting new entrants into your industry, like retention bonuses, preceptor or internship programs, employee events, activities and awards.

Please list for: 2005 _____ 2006 _____ 2007 _____

*Please include a list of what you included in this number.

10. Please mark each of the programs that you currently provide to your employees:

Necessary Benefits

- Health Plan
- Medical insurance
- Dental insurance
- Vision insurance
- Life insurance
- Disability insurance
- Vacation Pay
- Sick Pay
- 401(k)
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Delighters

- Stock options
- Performance-based compensation
- Profit sharing
- On-site university courses
- Merchandise discounts
- Incentive Travel
- Tuition reimbursement
- Pet care
- Sabbaticals
- Elder care
- Vehicle Reimbursement
- Incentive Gifts
- _____
- _____
- _____

Stress Relievers

- On-site day care
- On-site fitness facilities
- Home purchasing assistance
- Subsidized cafeterias
- On-site game room
- _____
- _____
- _____
- _____
- _____
- _____

*Please include a list of additional benefits if needed.

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11. What was your net income as a percentage of net revenue?

*Gross revenue includes all receipts from sales of services or products.

Please list for 2007: \$

12. LER (Labor Expense Ratio)

*Compensation and benefits as a % of organization's overall revenue.

Please list for 2007: \$

13. FTE's per AOB (adjusted occupied bed)

*Gross revenue includes all receipts from sales of services or products.

Please list for 2007: \$

14. Patient Satisfaction.

How do you measure patient satisfaction?

How often do you measure patient satisfaction?

What is your overall percentile rank for patient satisfaction?

15. Physician Satisfaction.

How do you measure physician satisfaction?

How often do you measure physician satisfaction?

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What is your overall percentile rank for physician satisfaction?

16. Clinical Quality

Mortality Rate

ALOS (average length of stay)

Complication Rate

Surgical Infection Rate

17. Additional Performance Measures

Employee Turnover % (Total Turnover not Voluntary)

CMI (case mix index) adjusted cost per admission

5 year Market Share Trends

Employer of Choice[®] is a registered certification mark of Employer of Choice, Inc.

Please complete and return to Tom Olivo at Success Profiles before the preliminary site visit. Thank you for being objective and thorough!