

TRANSFORMING HIRING RESULTS IN SENIOR LIVING.

**How Incipio Workforce Solutions Achieved
a 300% Increase in Qualified Hires**

Your Data-Driven Solution for Enhanced Hiring and Retention in Senior Living

Incipio Workforce Solutions, sharing Masonic Homes Kentucky's values of innovation, service, and problem-solving, partnered with the senior living/long-term care organization in 2017 to address its unique recruitment opportunities, focusing on aligning with its mission and improving workforce processes to create a sustainable and efficient recruitment motion that reflects both organizations' commitment to quality and care.

THE CHALLENGE

Masonic Homes Kentucky recognized opportunities to grow its workforce talent pipeline. The situation intensified with the onset of the pandemic in 2020, as traditional recruitment methods became ineffective, and the organization struggled to maintain adequate staffing levels. With the onset of the pandemic in 2020, traditional recruitment methods became less effective. These opportunities highlighted the need for a more strategic and consistent approach to recruitment, prompting Masonic Homes Kentucky to seek expert assistance to navigate these external factors and secure the talent necessary.

THE RESULTS

500%

Increase in Applicant Flow

200%

Increase in Completed Interviews

300%

Increase in Accepted Offers

Applicant-to-Interview Ratio:

**IWS + MASONIC HOMES
KENTUCKY: 19.1%**

Industry Average: 2.6%

Interview-to-Hire Ratio:

**IWS + MASONIC HOMES
KENTUCKY: 68%**

Healthcare Industry: 39%



“One of the most challenging issues that face senior living is workforce talent pipeline and retention . In the largest continuing care and retirement community in the state of Kentucky, Incipio has brought forth solutions for retention and hiring, increasing our retention, hiring 400 people last year alone, and identifying, recruiting, and retaining the individuals who find this to be a ‘calling,’ not just a job. That’s exactly what we’re looking for.”

J Scott Judy
CEO, Masonic Homes Kentucky

THE SOLUTION

Incipio Workforce Solutions developed a comprehensive recruitment strategy to combat the challenges within the competitive health care industry, especially post-2020. Incipio focused on nurturing qualified candidates while actively seeking and engaging passive candidates, ensuring a steady talent pipeline. Additionally, Incipio helped Masonic Homes Kentucky articulate its value proposition, highlighting its employee-focused culture, long tenure, and patient-centered approach. This strategy led to a 500% increase in applicant flow. It significantly improved the applicant-to-interview ratio to 19.1%—compared to the industry average of 2.6%—and the interview-to-hire ratio to 68%, well above the industry standard of 39%. By leveraging these impressive metrics, Masonic Homes Kentucky was able to attract and retain the right talent effectively, optimizing the entire recruitment funnel.

Health care, like other industries with long-term care communities, faces significant challenges with high-volume recruitment. To address the influx of applications, Incipio streamlined the qualifying process, ensuring that the suitable candidates moved quickly from qualified to hired, thereby reducing the time hiring managers spent on recruitment. Incipio conducted an in-depth audit of the existing recruiting process and provided industry-specific workforce strategies, leveraging data-driven results to enhance funnel efficiency and management. Integrating advanced technologies, including AI tools and an application tracking system, Incipio facilitated a more organized and responsive recruitment process. The introduction of quarterly on-site job fairs and targeted social media campaigns has also proven successful, with Masonic Homes Kentucky hiring a significant percentage of attendees.

Other notable metrics achieved by Incipio include stabilization across medical, hospitality, and maintenance sectors, with initial contact with applications occurring within 24 hours, significantly improving time-to-fill rates. Applying transparent, actionable, consistent reporting has enabled strategic recruiting efforts, including high-volume qualification processes. Utilizing technology enables efficiency while maintaining a human-centric recruiting approach, which has allowed Incipio to streamline a quality recruitment funnel. Incipio has helped Masonic Homes Kentucky focus on employee engagement and retention, cultivating a more supportive environment for staff and ensuring that the organization attracts and retains the right talent. These results demonstrate the effectiveness of Incipio’s data-driven strategies and commitment to enhancing employee experience.

Despite the competitive market, Masonic Homes Kentucky continues to achieve stability in critical positions. The realignment of recruiters to focus on specific business lines—each with unique workforce challenges in health care, hospitality, construction, and other sectors—has further enhanced the consistency and effectiveness of the recruitment process, leading to a more optimistic outlook on employee retention.

Reach out today to discuss how Incipio can support your unique hiring demands and build a more engaged and dedicated workforce.