

# Laurel View VILLAGE

Dear Friends of Laurel View Village,

As the year 2022 comes to a close and the Christmas season begins, I would like to take this opportunity to wish you and your loved ones a peaceful and blessed holiday season!

We are grateful as we enter this holiday season to be putting the pandemic behind us and moving forward. Emerging from the past few years many industries continue to feel the affects of the pandemic and a major one being a shortage of workers. Laurel View Village is experiencing this shortage in many departments, especially nursing. There is currently a nationwide shortage for certified nursing assistants (CNAs).

Certified nursing assistants provide some of the most crucial and intimate care one receives. In addition, this leads us to a lower-than-average census, which in turn hampers our efforts to remain financially sustainable and also makes accepting admissions more difficult. Due to the shortage of CNAs facilities like Laurel View Village have been forced to rely on agencies to provide temporary staffing. This is not a good long-term solution for many reasons. Agency staffing costs are significantly higher than our typical wages and the quality of care can suffer. We have been fortunate to have consistent and caring agency staff, but a revolving pool of staff who haven't built relationships with residents and families can diminish our efforts to give personalized care. We have struggled for viable solutions to our problem and using our core values of **Forward Thinking, Community, Excellence, Financial Sustainability,** and **Integrity** we feel we have come up with a solution.



In keeping with our core value **Forward Thinking** we believe we can solve our own problem. We have begun steps to create a program to train and certify CNAs on the campus of Laurel View Village. If we educate, graduate, and hire 10 additional full time CNAs we will eliminate our need for agency staffing allowing us to experience a greater sense of **Financial Sustainability**. We feel that by establishing a quality program incorporating our values of **Excellence** and **Integrity** will keep Laurel View Village fully staffed with candidates helping to improve staff turnover rates, while also having consistent staff with Laurel View Village expectations and training. In phase two of this plan we hope to be able to offer classes to students who hope to work throughout the Greater Johnstown **Community** improving the availability of CNAs for all facilities in the area . It is my hope you will support Laurel View Village in this endeavor. Your donations will be used to help with the startup costs to get this program off the ground. In addition we will be seeking grant opportunities to support and expand the program. We understand this is a long-term goal but truly feel getting this program off the ground by mid-year 2023 will allow us to continue be a leader in health care innovations. The ability to provide quality care to our senior population is essential to the long-term survival of continuing care retirement communities like ours. Please support us as we continue to weather the storms of our industry and support our current and future residents by providing innovative and quality solutions to the problems of our current health care system.

We are grateful for any support and wish you all a very Merry Christmas and Happy New Year!

Sincerely,

## 2022 Annual Christmas Appeal



Please accept my gift of:  \$250  \$125  \$75  My Best Gift: \$ \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

**Checks should be made payable to Laurel View Village.**

**Skip the form and postage!**

Donate online at <https://www.laurelviewvillage.com/donations/>

For more information on planned giving or volunteering at Laurel View Village contact:

Barb Cotchen, Development Associate at [bcotchen@lvv1.com](mailto:bcotchen@lvv1.com) or (814) 208-4015

