

# Retain

## Employee Retention Software New Hampshire Grant

Long-term care providers across the United States have a high employee turnover rate, especially in the first 100 days of employment. Retain by Pinnacle is simple software that keeps senior care employees engaged and on the job. The software particularly targets new hires in the first 100 days, by collecting employee surveys, flagging potential separations, and prompting managers to check in with employees.

In 2021, New Hampshire used Retain to administer new hire surveys. New Hampshire's new hires responded at a rate well over the national average, resulting in a much lower turnover rate than the national average. All this means huge savings, with an **ROI of 11x**.

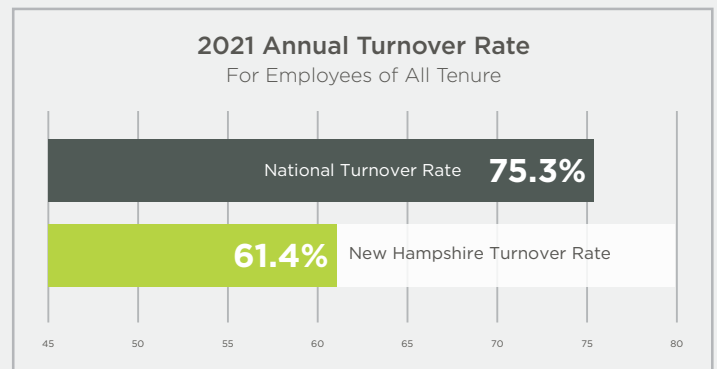
NH Response Rate

51.4%

40.1% national

**+11.3%**

### How did participation in Retain affect turnover?



### Using Retain Means Big Savings

281  
Jobs saved

\$4,000  
Savings in hiring & training  
costs per employee

\$27,000  
Savings for each  
facility

\$2,280  
Cost of using Retain  
per facility

\$100,000  
Cost of program  
statewide

**\$1.1 million saved**

**ROI = 11x**  
in 1 year