



## News Release

FOR IMMEDIATE RELEASE

### **Primrose Retirement Communities earns award**

Kokomo, Indiana — Primrose Retirement Communities, LLC has been named one of the top twenty best employers in the Senior Living industry by Lincoln, Nebraska-based healthcare-intelligence firm NRC Health. The award recognizes and ranks senior-care organizations across the country for engaging and inspiring their employees.

"We're incredibly honored to be recognized with this award," said BJ Schaeffbauer, President of Primrose Retirement Communities, LLC. "We've always known that the heart of Primrose is our employees, and this distinction is a testament to the dedication and commitment of our teams throughout the Primrose family."

"I'm so proud of the work we do together every day," said Nanette Albright, Executive Director of Primrose of Kokomo. "We're a family here in Kokomo. We trust each other, and we take care of each other."

Only twenty Senior Living organizations earned this prestigious distinction, of which Primrose ranked sixteenth. Winners were selected according to the results from NRC Health's 2018 Employee Experience Survey. To qualify, organizations must have a high percentage of respondents willing to recommend their locations as places to work, which strongly correlates to employee engagement, organizational loyalty, and job satisfaction.

"In senior living, employee culture makes all the difference," said Stephanie Kolbo, NRC Health's Vice President of Business Development. "These organizations have developed working environments that both create and sustain employee engagement, so workers can dedicate themselves wholeheartedly to care. NRC Health commends these organizations for their dedication to their staff."

Primrose Retirement Communities, LLC, headquartered in Aberdeen, South Dakota, provides high-quality independent living, assisted living, and memory care communities across the country which specialize in personalized services and resident-focused care. The mission of Primrose Retirement Communities is to create happy and healthy living environments for seniors. Since the opening of the first Primrose community in Aberdeen in 1991, Primrose has grown to include 40 locations in 17 states.

#### **FOR MORE INFORMATION:**

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