

Resiliency supports a culture of care



Alisa Clark

VP of Human Resources
and Employee Relations



John McNeil

Chief Financial Officer



Chris Belford

Chief Executive Officer

Quick facts



Company: Sinceri Senior Living



Industry: Assisted living for seniors



Headquarters: Vancouver, Washington



Employees: 4,000



Award: ADP® Meeting of the Minds 2022 Client Award for Resiliency at Work



ADP products featured in this story: ADP Vantage HCM®, ADP DataCloud

Sinceri Senior Living is a premier, progressive senior living management company with over 35 years of experience in 77 communities across the nation. They provide quality care to residents in need of assisted living, independent living, memory care and skilled nursing. It is widely regarded for its caring culture — treating both residents and employees like family.

Learn why this dedicated organization won the ADP Resiliency at Work award, and how partnering with ADP helped Sinceri manage their growth, retain employees and look to the future through tools like ADP DataCloud, ADP mobile app and more.

Learn more about
Sinceri Senior Living at
sinceriseniorliving.com

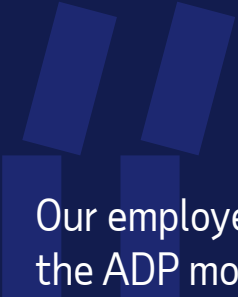
Like part of the family

Alisa: First and foremost, our culture is all about care. Just like family. That's the approach we take not only with our residents but our employees, as well. It's all about partnerships. It's about how we treat each other, how we partner with our family members to make sure that our residents are getting the best care possible.

John: We approach every single resident as an individual and strive to do what's best for them. I think we continue to grow as a company because we have never forgotten the reason we are here — to take care of each individual and help ensure that our residents are treated as they deserve to be — just like family. I think that's what helps us stand out, what makes us different — we love our residents and the people we work with.



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Our employees love the ADP mobile app. We have over 90 percent usage of the app and they enjoy having access to their information wherever and whenever they need it. We're very proud of that because they recognize it as a benefit. The tools and resources ADP provide help our staff feel appreciated — like the heroes that they are — and engaged with our business.

Alisa Clark

Vice President of Human Resources
and Employee Relations

Recent expansion and working with ADP

Chris: Partnering with ADP during our expansion was extremely valuable. I compliment the ADP team for what they helped us achieve. We were able to transition 50 new communities into Sinceri seamlessly. There was not a single instance of an employee experiencing any interruption to their benefits or not receiving their pay.

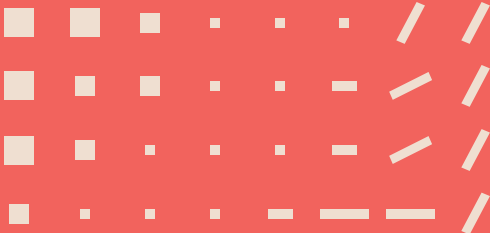
Additionally, we never felt like we needed to watch everything ADP did during the transition of those 50 communities. They had the challenge in front of them, but they knew exactly what needed to be accomplished. We trusted their expertise which provided us the opportunity to put our focus on other areas of the business during this growth period. That level of confidence was instrumental in helping to establish trust with the communities we were bringing in.

Alisa: The future for us really is growth and expansion. In the last three months, we've been able to double our size. As part of our business expansion plan, we were looking to add approximately 2,000 additional employees over the course of three months. We knew we needed flexibility to achieve what we wanted to. ADP was right by our side every step of the way. When dealing with some vendors, it's not unheard of to experience setbacks or be told they can't help you achieve what you want. With ADP, there was none of that. When we told them when we wanted to go live, they responded with "Let's get our team together and make this happen."

That was an enormous relief to us because if we couldn't grow and take on the number of communities we needed to — it was really going to hinder our workforce, our business. ADP providing the resources we needed to make it all come together was phenomenal. The entire process was quite seamless and I'm confident saying that I don't think we could have achieved this level of growth, as quickly and easily, without partnering with ADP. And, using [ADP Vantage HCM](#) also helped us to expand our growth quickly. Our implementation team worked hard to demonstrate the onboarding tools, helping to ensure that we could get new employees onboarded into our system immediately and easily.

Reacting to the unprecedented

Alisa: When the pandemic hit, it required us to change course almost immediately — to be flexible in the moment. It seemed as if every day brought about a different challenge whether it was implementing a new policy or procedure. We needed to pivot and adjust as much and as quickly as we needed to. We did a great job, and I could not be prouder of the job that our communities did. We worked very closely with our infection preventionist to stay on top of the any information about the virus to help us stay ahead of the curve. We immediately took this information and provided an educational platform to our employees as well as the leaders in our buildings.



Our employees are simply heroes. They were very flexible and took all the information they received to do everything possible to help ensure safety and happiness of the residents we care for. And when we were forced to limit outside contact, they also worked tirelessly to keep our residents entertained and engaged in addition to the day-to-day operations they were managing. This level of care exemplifies what we do so well, and we continue to celebrate their efforts.

And we leaned heavily on our partnerships throughout the industry, we counted on each other. We gathered a lot of insight from one another by sharing experiences of what each of us was doing new or differently. We were all in this together and I don't think I have ever experienced a greater bond as the industry was coming together because we all understood that we were supporting residents who were the most vulnerable during the pandemic.

How ADP helped during the pandemic

Alisa: The reporting functionality of [ADP DataCloud](#) allowed us to take necessary steps in response to what we needed during the pandemic. At the time, there was a lot of uncertainty to contend with in the world and what we needed was access to accurate, up-to-the minute data and reporting. With DataCloud, we were able to gather the metrics and benchmark data we needed from our payroll system and Vantage. The speed and ease we experienced allowed us to be flexible, helping us pivot as a company.

John: ADP has been a tremendous help in all aspects as it relates to our employees, retention and payroll. There have been a lot of changes in the world over the last few years. Our relationship with ADP has helped us manage these changes. And with the level of complexities to consider, I couldn't imagine having done it without them.

Information at their fingertips

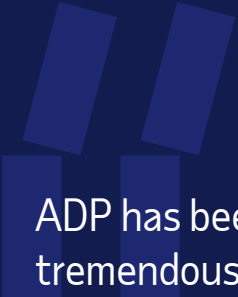
Alisa: Our employees love the [ADP mobile app](#). We have over 90 percent usage of the app and they enjoy having access to their information wherever and whenever they need it. We're very proud of that because they recognize it as a benefit. Whether it's viewing a pay stub, submitting a PTO request, or electing benefits — it's very accessible and easy to use for them. The tools and resources ADP provides help our staff feel appreciated — like the heroes that they are — and engaged with our business.

Chris: Providing our employees with such an effective self-service tool like the ADP mobile app is great benefit for everyone. With the ability to check on their information themselves, it directs less questions to our payroll and benefits staff. This is very encouraging considering our recent transition and adding the number of employees we did.

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Chief Financial Officer

DE&I and analytics

Alisa: Part of our DE&I initiatives are centered around breaking the barriers of career growth. We are building career growth models designed to provide different certifications and opportunities for our employees to develop both professionally and personally. But to be most effective, we rely on metrics to help us identify where we need to focus more attention.

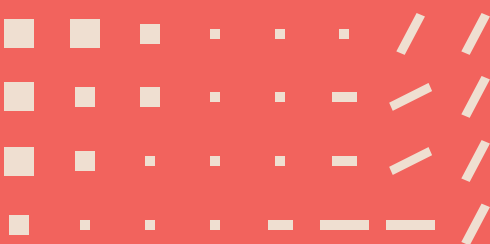
Using the reporting and benchmark features of ADP DataCloud has allowed us to identify locations where discrepancies in pay equity existed. Utilizing the data from ADP benchmarks, as well as our internal benchmarks, has helped us correct discrepancies to become more competitive with compensation. By pulling that data, we can adjust to better provide for our staff, providing equitable ways for them to grow in their profession as well as retain them as employees. And across the board, in many industries including our own, turnover is huge right now. Using ADP data and analytics, we're able to utilize that information and see a clearer picture about how and why turnover is occurring. It allows us to pivot and adjust where needed. We want to be an employer of choice and the data we have available helps us achieve that goal.

On winning the Resiliency at Work Award

Alisa: Being recipient of this award by has meant so much to us. It has shown that ADP is truly a partner to us by recognizing our efforts. It is a testament to the hard work and discipline that each of our employees put forth every day. It's made us feel incredibly proud to receive such an honor and to know that ADP cares about what we strive to accomplish as a business.

John: As a company we must be resilient, there's not option for us to put a 'We're closed' sign on the door. No matter the challenges presented, it's up to us to ensure our residents are receiving the level of care they deserve. Receiving this award from ADP is a great achievement for us. We are extremely proud and appreciative to receive this acknowledgement and it stands as a testament to the extraordinary efforts our workers put in daily for the residents we care for.

Chris: This honor that ADP has bestowed on us is very gratifying and is a reflection on the culture we believe in. As healthcare workers, we have a tremendous responsibility to our residents — our family — to take care of them and provide for their needs regardless of the challenges we're presented. We may have changed how we do things, but we've never changed why we do things. To be recognized for our resilience is affirmation of that.



Looking ahead with ADP

Alisa: Over the last several months, we've been able to double our size as a company. That's a huge accomplishment. Our future goals continue to be growth, expanding our markets, serving more families and residents and being an employer of choice. ADP has been a great partner in helping us with all of this and as we continue to launch new initiatives, I know they will provide the tools and resources needed to to grow our leaders, provide education and help us stay a step above where we need to be.

Chris: I have great respect for ADP's adaptability. And as we move towards the future, adaptability is going to be key to giving our employees what they want. ADP has the technology and the capabilities to support the new environments that are developing in our world of work. For our employees, it's not a typical nine to five profession and there is more to consider than just pay and benefits. Our people require more flexibility when it comes to scheduling. We'll continually need to adapt and pivot to meet the requirements of our people, and we have complete confidence that the tools and resources from ADP will help us achieve that.

Bolster your resiliency and growth with ADP

Get the tools you need to help support the resiliency of your business.



ADP Vantage HCM: ADP Vantage HCM offers global compliance capabilities, powerful technology and expert service that helps you enable great teams, enhance workforce agility and improve the employee experience.



ADP DataCloud: ADP DataCloud is a powerful people analytics solution designed to help you deliver actionable insights to all the right people in your organization.



ADP Mobile Solutions: ADP Mobile Solutions provides secure and convenient HR and payroll data and tools for simple, anytime access across devices.

Don't see what you're looking for?
Explore everything

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