

Business First of Louisville - October 17, 2007  
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# BUSINESS FIRST

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## Atria launches employee-rewards program

Business First of Louisville

**Atria Senior Living Group**, a provider of residential services to seniors in 27 states, has launched an incentives program to help it recruit and retain talented employees.

For the first year, Louisville-based Atria will invest about \$7 million in the program, which is called "Atria Rewards."

The rewards offered by the program are in addition to annual bonuses and salary increases.

"Our goal is to continue to attract the brightest, most dedicated, and most caring people in the assisted living industry, and provide them with a reason to remain on staff for many years by creating a work experience that is personally, professionally and financially rewarding," Anne Pinter, vice president of human resources, said in a news release.

The program includes:

- Career Commitment Hourly Rewards: compensation increases based on years of service with Atria;
- Career Commitment Anniversary Gifts: recognizes employment anniversaries every five years, starting at 10 years;
- Healthcare Savings Rewards: company-funded, pre-tax Flexible Spending Account in addition to medical insurance an employee holds;
- Customer Satisfaction Rewards: based on the results of a customer satisfaction survey for each employee;
- Quality Assurance Rewards: based on the results of an internal evaluation that is conducted to ensure that Atria's standards for care are continually met.

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