



NEWS FOR IMMEDIATE RELEASE

Ceca Named as Finalist for McKnight's Excellence in Technology Awards

Caregiver Recognition Advocate and Platform Developer Honored for Improving Quality of Care

WASHINGTON, D.C. September 4, 2024 – Ceca, a national nonprofit serving senior living, skilled nursing and other care communities across the country through its managed caregiver recognition and awards program, is honored to be recognized as a finalist in the “Building Bridges” Category for the McKnight’s Excellence in Technology Awards. The program, designed to improve both employee and resident experience in the long-term care sector, is being acknowledged through a joint production of McKnight’s Long-Term Care News, McKnight’s Senior Living and McKnight’s Home Care.

Ceca was nominated for its innovative caregiver recognition platform, a uniquely inclusive technology for staff, administrators, corporate leadership, patients, residents, loved ones and guests to submit stories about acts of care from their exceptional caregivers and highlight the integral role that they play in the healthcare experience.

In addition to its powerful recognition platform and digital interface, Ceca provides its healthcare partners with operations and administrative support for launching a turnkey, managed recognition program optimized for the workforce of today and the future. Ceca’s technology boasts a custom-branded online recognition platform, providing real-time 360 recognition from all stakeholders, free mobile apps, HRIS integration capabilities, digital signage, customization options, cash awards, and program dashboards with built-in surveying capabilities and proprietary metrics to track success.

Most importantly, Ceca’s platform and managed program has had an overwhelmingly positive impact on partner care communities by improving employee engagement, patient or resident satisfaction, caregiver retention, and company culture—all of which lead to increased quality of care and strengthens the organizations that Ceca serves. Ceca’s Partners consistently increase their employee retention rates, with staff recognized through the program in senior living communities exhibiting a 33% higher retention rate than those who went unrecognized. Astoundingly, in skilled nursing, homecare and hospice settings, retention was as much as 120% higher.

Nate Hamme, President and Executive Director of Ceca shared the following statement, “We are excited to be named as a Finalist for the McKnight’s Excellence in Technology Awards. It means a great deal to me that the Ceca team is being recognized for all their passion and exceptional work supporting the industry. Our sincere thanks to all of our partners who made this possible. and special thanks to Providence Place Senior Living, whose success in creating a culture of gratitude was highlighted in the nomination.” Providence Place’s retention rate across its seven assisted living communities was 77% for

those who were recognized and 93% for Ceca Award recipients, compared to 35% retention of employees that were not recognized.

Hamme concluded, “We are humbled to be among an amazing list of great companies and are looking forward to the award celebration event on October 3.”

Nominations were judged by an external panel of industry experts. McKnight’s long-running program honors providers and marketplace players that convey how technology has successfully improved care and operations. Gold, Silver and Bronze awards will be granted in 16 categories to be announced on Oct. 3 at a virtual event. The awards ceremony will be held in conjunction with tech-themed educational webinars at the McKnight’s Tech Awards + Summit.

To see the full list of finalists, and for more information about the program, visit www.mcknightstechawards.com.

About Ceca

Ceca is a 501(c)3 nonprofit based in Washington, DC, which partners with healthcare communities nationally of all sizes to recognize their exceptional caregivers. Ceca’s mission is to improve the human experience in healthcare by providing a highly affordable, turnkey recognition solution tailored to healthcare providers, using its innovative software, network, managed services, and cash awards. Founded by Matthew and Rosemary Lawlor in 2013, Ceca has publicly recognized more than 50,000 exceptional acts of care and nearly 1,400 caregivers have received a Ceca Award. To date, Ceca has awarded over \$500,000 to deserving caregivers. For more information, [watch a brief video](#) and follow us on [LinkedIn](#), [Facebook](#) and [Instagram](#).

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