



*NEWS FOR IMMEDIATE RELEASE*

## **Ceca Named Bronze Medalist in McKnight's Excellence in Technology Awards**

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

**WASHINGTON, D.C. October 4, 2024** – Ceca, a national nonprofit serving senior living, skilled nursing and other care communities across the country, earned the Bronze Medal in the “Building Bridges” Category for the McKnight's Excellence in Technology Awards. Ceca's Recognition and Awards programs, designed to improve both employee and resident experiences in the long-term care sector, were acknowledged through a joint production of McKnight's Long-Term Care News, McKnight's Senior Living and McKnight's Home Care. Ceca was the only nonprofit recipient in the category.

Ceca was named a finalist back in September 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 staff development, best practices and operations and administrative support in running programs 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 see consistent increases employee retention rates, with staff recognized through the program in senior living communities exhibiting a 33% higher retention rate than those going unrecognized. Astoundingly, in skilled nursing, homecare and hospice settings, retention for those employees increased by 120% on average.

Nate Hamme, President and Executive Director of Ceca, shared the following statement: “We are absolutely thrilled to be a McKnight's Excellence in Technology Award Recipient. It means a great deal to me that our team is being recognized for their passion and exceptional work supporting the industry. Our sincere thanks to all of Ceca's partners who participated in the initiative that made this possible. And I'd like to give special thanks to Providence Place Senior Living, whose success in creating a culture of gratitude has been an inspiration to all of us.”

Providence Place’s retention rate across its seven assisted living communities was 77% for those who were recognized and 93% for Ceca Award recipients—more than double the rate of workers that go unrecognized. Providence Place’s results are a testament to the success of the program in increasing staff retention rates, and the metrics consistently prove significant improvement across all of Ceca’s partners.

Hamme concluded, “Ceca has always emphasized the importance of being acknowledged for going above and beyond in service of others, and our team must admit—it is a special feeling.”

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 were granted in 16 categories during the McKnight’s Tech Awards + Summit on October 3.

To see the full list of Award recipients, and for more information about the program, visit [www.mcknightstechawards.com](http://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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