

**THE CYPRESS  
OF RALEIGH**  
CASE STUDY

**COMMUNITY SHIFTED  
FROM STAFFING CRISIS  
TO BECOMING “FULLY STAFFED”**



## I A Community at a Crossroads

When the leadership team at The Cypress of Raleigh checked their turnover numbers one day in early 2022, they felt that all-too-familiar anxiety. **A 90 day turnover rate of 75%—piling on top of constant overtime costs—was wreaking havoc on morale and finances alike.** Residents needed care, but the center’s administrators kept asking themselves the same question:

**“How can we possibly find quality staff who will stay?”**

The hallways echoed with stress and burnout. Schedulers scrambled to fill vacant shifts, often paying nearly \$34/hour for overtime to CNAs and other essential staff. **And recruiting events? Ads on Indeed and job fairs? They cost thousands of dollars each year, often delivering underwhelming results.**

That was The Cypress of Raleigh’s reality—until they found KARE.

## I The Light at the End of the Tunnel

A chance introduction to KARE caused the first glimpse of hope. **“You mean we get to set our own rates? We can cut traditional agencies out altogether?”** The Administrator’s eyes lit up at the promise of revolutionizing staff recruitment and scheduling.

In October 2022, they took a leap of faith. For the Cypress at Raleigh team, the initial draw was simple: KARE Heroes (their on-demand workforce) could be a stopgap for empty shifts. But before long, The Cypress of Raleigh realized the potential was much bigger, this wasn’t just about filling a short-term staffing deficit. KARE could change the way they hired entirely.



-The Cypress of Raleigh, NC

## Results That Spoke Volumes

Over the next few months, the halls of The Cypress of Raleigh began to buzz with possibility. New Heroes came and went, picking up shifts through KARE. Some joined the permanent roster, enticed by the supportive culture, some continued working shifts as KARE Heroes, loving the flexible schedule. But every single time they walked through the door, they felt like part of the team.

**Turnover Tumbled:** By 2024, The Cypress of Raleigh proudly reported an **annual turnover rate of 18%**.

### Significant Cost Savings:

- **Reduced a very high turnover** to 18% using KARE.
- **Cut Job Boards budget** by 60% through KARE platform efficiency.
- **Reduced** marketing and advertising **expenses by 50%**.
- **Direct-hire fees? None.** If the community loved a KARE HERO, they extended an offer—simple as that.
- Suddenly, **The Cypress of Raleigh** found itself achieving what it used to consider impossible: **“We’re fully staffed.”**

### Why KARE Worked

#### 1. Set your own pay rates

Setting their own shift rates gave The Cypress of Raleigh control—no more expensive agency middlemen.

#### 2. Rethinking Interviews

The “interview” became a shift. If a KARE HERO felt like a great fit, leadership told them on the spot and invited them to join permanently.

#### 3. Consistent Onboarding

The Cypress of Raleigh treated KARE Heroes like any new hire, with the same orientation and mentorship. That warm welcome set the tone for future employment.

#### 4. Real-time Ratings & Feedback

Through KARE’s rating system, both Heroes and The Cypress of Raleigh offered each other insights. This constant feedback loop improved the hiring process, orientation, and even the work culture.



## Who's Joining the Team?

Within a year, six full-time staff members, including an MDS nurse/coordinator, could proudly declare, “I started as a KARE HERO.” Add to that a host of PRN and part-time Heroes who regularly pick up shifts whenever the need arises.

Their secret? The Cypress of Raleigh's leadership made a conscious choice to treat every HERO like a potential long-term family member. They showed Heroes the perks, benefits, and genuine camaraderie of the workplace. They asked them directly, “**What can we do to make you want to stay?**”

“We used to spend thousands on recruitment, and half the time, people didn't even show up for interviews. Now, with KARE, our shifts basically serve as interviews—and they show up. We share our community culture in real-time, and KARE Heroes see what we're about. They either love us—or realize they're not a match—and that's okay. But often, they love us enough to apply and stay. KARE has opened the door to a new era for The Cypress of Raleigh: less stress, fewer costs, and an engaged team.”  
— Wyatt Pramann, Administrator, The Cypress of Raleigh



## Parting Advice

For other senior care communities:

- **Empower Your Hiring:** Rather than letting agencies control your staffing, set your own rates and choose who's a good fit.
- **Welcome Newcomers Warmly:** Whether they're a traditional hire or a KARE Hero, treat them like they belong from day one.
- **Stay Personal & Proactive:** If a KARE HERO shows promise, tell them right away. Hand them an application with their name on it—it speaks volumes about how much they're wanted.
- **Keep the Conversation Going:** If they aren't ready to commit, don't write them off. Continue engaging them with shifts, foster relationships, and watch them become part of your core team over time.

# Building a Brighter Future

- + Today, The Cypress of Raleigh proudly boasts a “Fully Staffed” community, a feat rarely seen in the industry. They’ve become a beacon of hope, proving it’s possible to solve chronic staffing woes with the right partner. KARE continues to help The Cypress of Raleigh fill shifts while also providing a bridge to a better hiring model—one that values authenticity, real-life collaboration, and cost-effectiveness.
- + If you’re worn out by soaring agency fees, tired of unpredictable no-shows, and hungry for a meaningful solution, take a page from The Cypress of Raleigh’s story: KARE might be your key to a brighter staffing future.



## With KARE:

- + Significantly cut overtime expenses and associated staff burnout.
- + Recruit quality team members by hiring after a few trial shifts... FOR NO CHARGE
- + Significantly decrease 90 day turnover in your community.
- + Reduce hiring costs and time from 49 days to just a few days.

