



Arena Jump-Starts 2018 By Partnering With Benchmark Senior Living, Cementing Its Position As A Difference-Maker In Hiring And Retaining The Right People For Each Role

BALTIMORE and NEW YORK, March 1, 2018 /PRNewswire/ -- [Benchmark Senior Living](#), a leading provider of senior living services in the Northeast, and Arena, a pioneer and national leader in using big data, AI and predictive analytics in hiring, announced today a partnership designed to strengthen Benchmark's recruiting expertise and associate retention rate and, in so doing, further enhance resident and family satisfaction, associate engagement and quality of care.

The latest senior living provider to engage Arena, Benchmark seeks to more effectively identify "passionate individuals interested in having a long and purpose-rich career within our organization," says Benchmark Founder, Chairman and CEO Tom Grape.

"Benchmark is the only senior living company to be named one of the Top Places to Work in Massachusetts by The Boston Globe," says Grape, "and we've been on the list for 10 consecutive years! We reached out to Arena to help us build on our reputation as a top employer using the rich data analytics it offers."

Arena's machine learning system works by collecting data about applicants through a cloud-based platform, including application, interaction and public data. The company then assembles the most relevant data to generate a prediction for each candidate in each organization, location, department and role.

Arena has achieved a 100% success rate in improving retention across more than 450 health care industry facilities.

"Partnerships like this are especially significant because of the growth of the senior living industry," says Michael Rosenbaum, Founder and CEO of Arena. "We are proud to be working with an organization like Benchmark that recognizes and embraces the positive results big data, AI and predictive analytics can have on recruitment, retention and better resident experiences and outcomes."

Benchmark Senior Living, headquartered in Waltham, Massachusetts, operates nearly 60 communities across eight Northeast states. Founded in 1997, the company's mission is to transform the aging experience through human connection.

According to Veronica Barber, Senior Vice President of Human Capital, Benchmark is committed to hiring people inherently capable of making meaningful personal connections with its more than 6,000 valued residents and 6,100 associates.

"We care deeply and equally about the individuals we employ and their journey with us," Barber says, "and we are determined to attract and hire only those whose values align with ours – people who are a solid match for Benchmark, our residents and our existing team of associates. We see Arena as an invaluable partner in helping us achieve our people-centered goals."

About Arena

Arena uses data, AI, and predictive analytics to help healthcare organizations transform their workforce. We collect a large amount of data on talent, map it to specific organizational outcomes, and use data science to generate predictions that are customized for each organization, location, department, and role. We typically start with employee retention, and expand into areas like employee engagement and resident satisfaction. The longer we work with clients, the more outcome data we receive and the more accurate our predictions become by leveraging machine learning techniques. Arena's clients process over 4 million applications per year across 450+ facilities; we have a 100% success rate at reducing employee turnover, with a median reduction of 38%. And we guarantee a 10% reduction or we'll refund the pilot.

To learn more about Arena, visit: <https://www.arena.io/>

About Benchmark Senior Living

Based in Waltham, Mass., Benchmark Senior Living is a leading provider of senior living services in the Northeast. Founded in 1997 by Tom Grape, Benchmark operates nearly 60 senior living communities offering independent living, assisted living, Alzheimer's care and continuing care in Connecticut, Maine, Massachusetts, New Hampshire, Pennsylvania, Rhode Island and Vermont. The company will open its first community in the state of New York, Whisper Woods at Smithtown, in May 2018. Benchmark has been recognized as a top workplace by The Boston Globe for 10 consecutive years as well as by the Boston Business Journal, Connecticut Post, Hartford Courant and Hartford Business Journal. It's been named one of the healthiest employers by the Boston Business Journal and Providence Business News. Visit Benchmark at BenchmarkSeniorLiving.com.

###