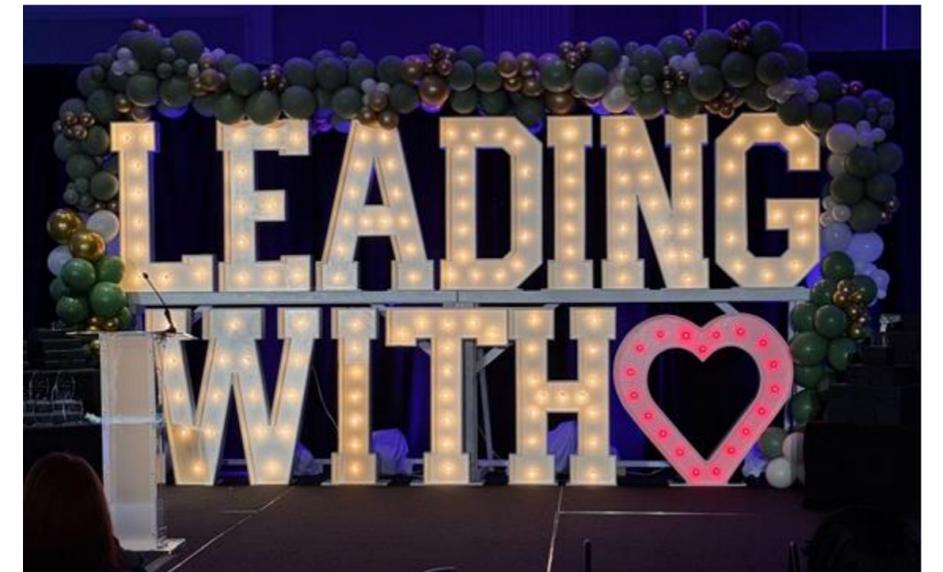


Our Leading With Heart Brand Launch

In September 2024, Genesis HealthCare introduced *Leading With Heart*, a branded culture initiative with its own logo and visual identity. This launch positioned compassion and recognition as the central elements of our culture.

Leading With Heart is not just a campaign, it is a movement that defines how we deliver healthcare and how we recognize the people who make it possible.

It's an *everyday* commitment, in *everything* we do.



An *Everyday* Commitment,
In *Everything* We Do.



Campaign Objectives

- Strengthen Genesis' overall brand by showcasing compassion as a true differentiator.
- Unite employees, residents, and families through shared recognition experiences.
- Create consistency across centers with a clear recognition structure.
- Position Genesis as an employer and provider of choice by aligning care delivery with culture.



An *Everyday* Commitment,
In *Everything* We Do.



Strategy & Creative Approach

- Developed unique logo, identity, and branded toolkit for a successful launch both internally and externally
 - Toolkit includes marketing guide, t-shirts, lanyards, pins, posters, compliment cards
- Introduced six “Heart Principles” to guide daily behaviors and recognition
- Built a tiered recognition framework
 - (Weekly → Quarterly → Annual awards)
- Launched with system-wide communications and center kickoff events
- Amplified through storytelling on Genesis’ intranet and social media platforms



Measurable Outcomes within Genesis

Company-wide Brand Adoption

Across our centers, staff and leaders have fully embraced the Leading With Heart brand, integrating it into daily routines and interactions. From the moment you walk into a building, it is clear that recognition, compassion, and our shared values are a central part of our organizational identity.

Leading With Heart by the Numbers

- **3,375 weekly winners** throughout the organization (September 2024 - September 2025)
- **334** \$500 Quarterly Heartbeat Award Winners (September 2024 - June 2024)
- 1 National CNA \$10,000 Heart of Distinction Winner

Impact on CNA Employee Retention

Leading With Heart has made a measurable impact on our CNAs. In an industry with high turnover, our centers are embracing this program to recognize and celebrate CNAs' vital contributions.

- CNA retention has **increased 7.8%** since January 2025
- Over **50%** of weekly Leading With Heart winners are CNAs, highlighting their impact and dedication.



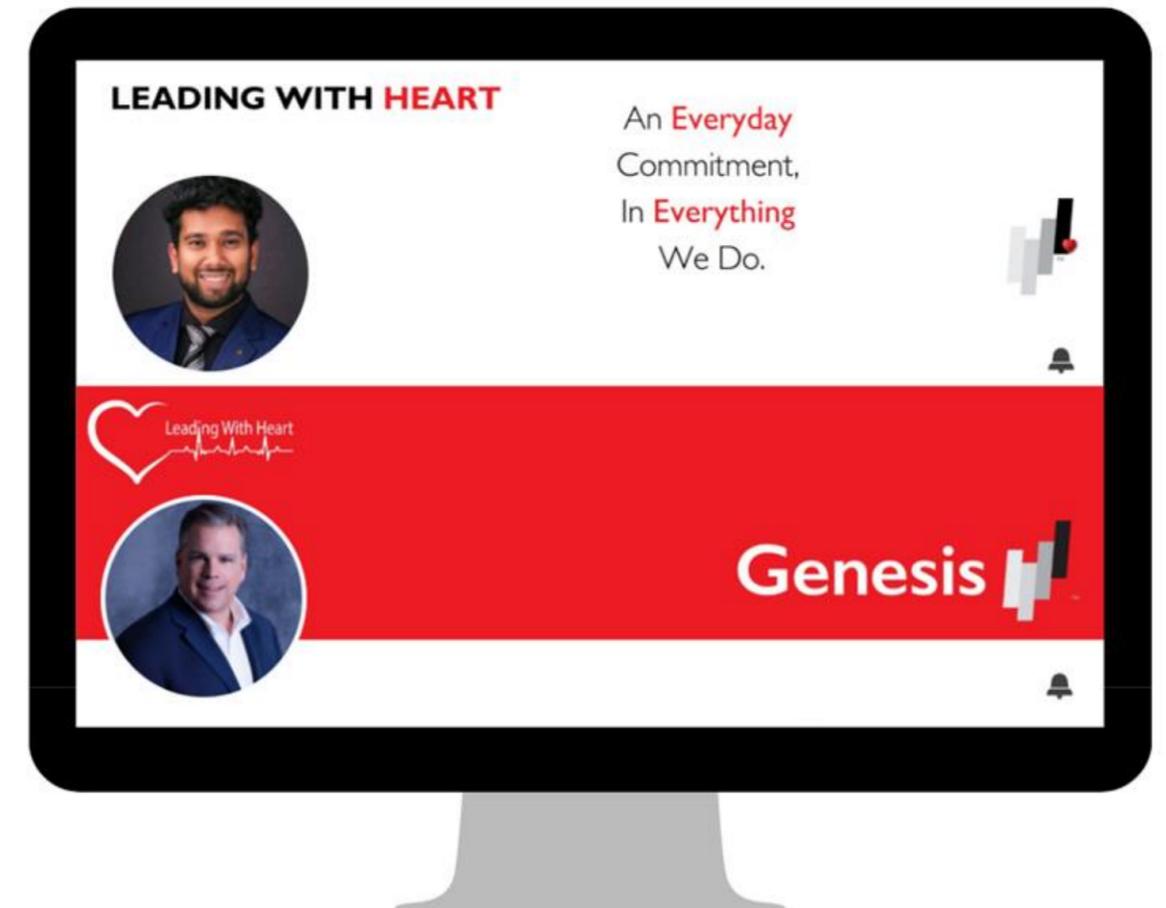
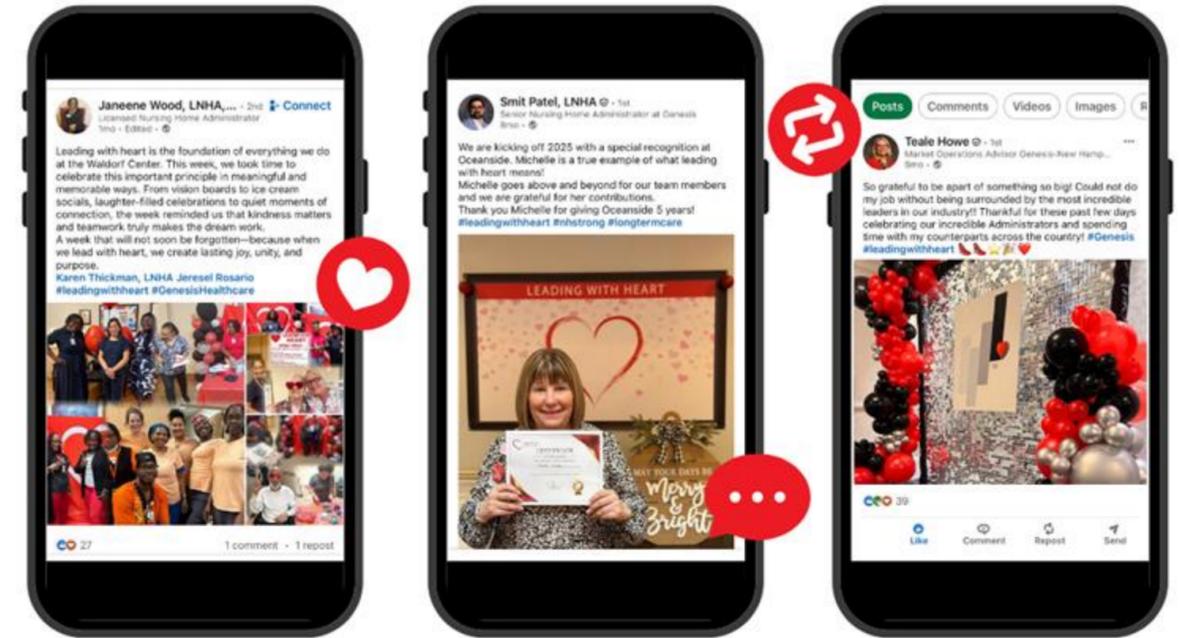
An *Everyday* Commitment,
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Social Media Impact

September 2024 - September 2025

- **1.5 million+ total impressions** from Leading With Heart (LWH)-specific posts across all Genesis centers and corporate pages, showcasing its powerful reach
- **Approximately 715,000 total reach** across all LWH posts, demonstrating strong visibility driven by the brand launch
- Over **100,000 post clicks** on LWH content, reflecting strong interest and meaningful interaction beyond passive views
- **13.38% average engagement rate** on LWH content, over **7x higher** than the healthcare industry benchmark on Facebook (1.9%, Hootsuite, 2025)
- Nearly **200,000 new followers** gained post-launch, highlighting the impact of the brand in growing our digital community

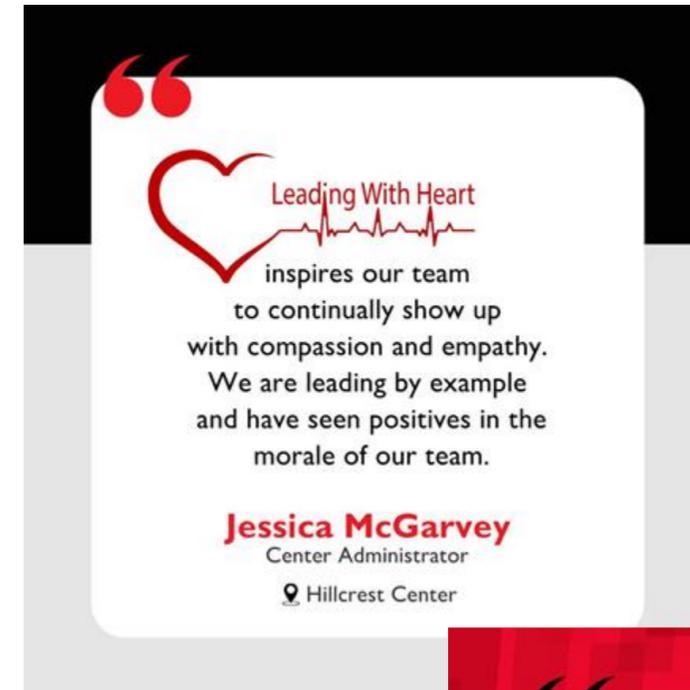


Driving Our Future by Leading With Heart

Leading With Heart is an innovative example of how a brand component can drive cultural transformation and organizational stability.

With its own logo, recognition system, storytelling approach, and measurable impact, it goes beyond a campaign to become part of who we are. This initiative makes the brand lived, felt, and meaningful.

By aligning our culture with our external promise, it is helping to drive Genesis forward with renewed energy, pride, and focus.



Supplemental Resources

Video Content:

- [Heart of Distinction \\$10,000 Award Celebration - Kayla Stone, CNA](#)
 - Video production credit: TypoProductions
- [Q1 2025 Quarterly Heartbeat Award Winners](#)
- [A Message From Our Quarterly Heartbeat Award Winners](#)
- [Leading With Heart Weekly Award Winners Highlight](#)

