How Sinceri Senior Living leverages Covr to reduce costs across 80+ communities.

Challenges

Sinceri Senior Living is a national operator with a rapidly expanding footprint across the United States. As acquisitions and growth doubled the organization's size, Sinceri needed systems that could scale with its workforce. The team chose Covr as its enterprise solution for scheduling and labor insights. What began as a corporate initiative has since become an essential tool for community leaders and operations specialists alike.

Cumbersome reporting	ADP data was available but difficult to navigate, making it hard to monitor staffing and financial targets.
Uncontrolled overtime drivers	Missed lunches and extended shifts added unnecessary labor expenses.
Limited visibility across communities	Leaders needed real-time insights into staffing and labor spend across dozens of states.

Solution

Sinceri adopted Covr to streamline scheduling, simplify communication, and deliver actionable insights at both the community and regional levels.

Monitoring overtime and missed lunches.

Kelli Davis, operations specialist for Illinois, Texas, Alabama, and Kentucky, relies on Covr's labor reports in both her current regional role and her former position as executive director.

As an ED, Kelli used Covr's embedded messaging system to send daily reminders about lunch breaks and incorporated the tardy and missed-break reports into quarterly performance reviews. Today, as a regional leader, she leverages those same tools for building-level oversight.

Her favorite feature is the visual overtime report. When expanded, it displays a pie chart that breaks down overtime, for example 52% from missed lunch breaks and 48% from extra shifts.

"It's a really useful tool because it helps us see that a significant portion of overtime could be reduced, up to 50%, if people simply took their lunch breaks," said Kelli. "I use these reports all the time, and they're the easiest way for me to track overtime at a regional level. It 100% has helped us reduce labor costs."

ADP Integration

"ADP is our payroll system, and while it contains the same information, it's more convoluted and outdated," said Kelli.

Covr syncs with ADP daily, making it easy for Kelli to check staffing and financial targets. For example, if the census at one facility drops by 10-15 residents, it's easy for her to go in and confirm that the facility's labor targets are up-to-date.

> "As an ED and now in my role, I really like the insights. It's easy to pull reports, and it's a great tool for labor and expense control measures.
>
> **Kelli Davis, Operations Specialist**
> **Sinceri Senior Living**

Ease-of Use

Kelli also appreciates how user-friendly Covr is.

"The reports are really easy to run," said Kelli. "The scheduling app is a very intuitive tool, and I think it really will help teams reduce labor costs."

To ensure communities were making the most of Covr, Sinceri leaned on Covr's customer success team for training and refreshers.

"The support team is literally the greatest," said Kelli. "They're so repsonsive and it's been a really positive experience. I'm a big fan."

Noah Johnson, a scheduler at Downriver estates, agrees with Kelli's assessment. "Covr has convenient features for scheduling and managing a large facility with numerous departments which are constantly being updated for greater quality-of-life. Additionally, the support I receive when I have issues or questions is prompt and effective."

Results

Since adopting Covr, Sinceri has seen significant improvements in both efficiency and cost control.

Labor Cost Reduction

By identifying overtime drivers such as missed lunches, Sinceri has been able to cut unnecessary spend. On average, facilities decreased the number of missed lunches by 69% and the number of hours staff worked past their scheduled shifts by 46%.

Compliance & Accountability

Reports provide documented proof of tardiness, missed breaks, and overtime, helping leaders enforce policies consistently. Facilities also used covr to fill over 16 thousands shifts throughout the year, ensuring minimum staffing requirements were met.

Improved Oversight Across Communities

Regional and operations leaders now have an enterprise-wide view of labor efficiency.