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## For Immediate Release

# Juniper Communities Incorporates DailyPay to Attract Prospects and Care About Associates Financial Wellbeing

Bloomfield, NJ (April 4, 2022) – Juniper Communities, a recognized leader in the senior living industry, is pleased to announce that it has begun using DailyPay. Through this new software, associates will now be able to access their earned pay in real time instead of waiting for payday.

“As a premier senior living provider, it is our mission to improve the quality of life for everyone in our communities,” said Lynne Katzmann, CEO and Founder, Juniper Communities. “Juniper understands the needs of today’s labor force and believes in offering benefits and compensation that make us an employer of choice. In addition to offering DailyPay and a minimum starting salary of \$15/hour, we believe in promoting from within and offer numerous education programs for those interested in pursuing a career at Juniper.”

DailyPay provides associates access to their earned pay in real time. Each associate can sign up for a DailyPay account which keeps track of their earned pay, updating the balance at the end of every shift. For a small fee, users can transfer money from this balance into their bank account, debit card, or payroll card in real time instead of waiting until the next payday. The money that is not transferred from earned pay is then paid on the next payday as it would usually be. The program even has algorithms to prevent users from withdrawing more than they have earned. Most importantly, DailyPay is not a payday loan. Associates can only take from their earned pay balance, free of interest.

“The pandemic has thrust more people into financial hardship than ever before. People are now faced with supply chain issues creating product shortages in grocery stores, high gas prices, and the task of paying for childcare while the world straddles in person and online work,” expressed Katzmann. “Juniper is hoping to do its part in alleviating some of the financial pressures some associates may face.”

On demand pay services like DailyPay are quickly growing in popularity because of how they can provide employees with unprecedented financial flexibility and control. Before services like DailyPay, people in need of extra cash before payday turned to predatory services like high-

interest payday loans. Services like these are so popular that in a survey of employees using Dailypay, 20 percent of respondents applied to their current job because it was offered.

“We strive to go above and beyond the industry standard to show appreciation for all the hard work our valuable team members do each and every day. Implementing DailyPay is one way to improve the quality of life for all of our associates and is one of the many ways we set ourselves apart from other employers. It is our mission to provide the best quality of life not only for our residents, but all of the team members that make up our community,” concluded Katzmann.

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### **About Juniper Communities, LLC**

Juniper Communities, a leader in quality, value and innovation in long-term care, operates senior living communities in Colorado, New Jersey, Pennsylvania and Texas that emphasize residents’ well-being, interaction and security. Their approach to housing and care offers residents the opportunity to live a full life, regardless of age or health. Juniper’s innovative Connect4Life program has been proven to improve residents’ care by decreasing hospitalizations, re-hospitalizations and urgent care visits, while offering potential cost savings to public programs such as Medicare. To learn more about the many ways Juniper Communities innovates in support of our residents, visit [www.junipercommunities.com](http://www.junipercommunities.com).

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