

## The Antidote to Nurse Burnout

# LCMC partners with Vital to harness real-time patient compliments to drive staff satisfaction

**47%**

Boost in staff sentiment

**59%**

Rise in perceived care effectiveness

**66%**

Improvement in perception of available resources



### Who is LCMC Health?

- ✓ Public, not-for-profit healthcare system
- ✓ Serves 19 counties in West Tennessee and Southeast Missouri
- ✓ 1,237 hospital beds in 7 hospitals
- ✓ 185,000 annual ED patient volume



### The Covid Effect

During the first wave of Covid, healthcare workers received an outpouring of public appreciation. While burnout and stress were high, many found purpose in their work and felt recognized by society. However, this appreciation was often short-lived and didn't translate into long-term support—leaving many feeling misunderstood and emotionally depleted.



### Evolving Sentiment Post-2021

As public attention faded, so did the kudos. Expressions of gratitude became less frequent, and LCMC observed shifts in staff sentiment, reflected in NRC Health survey responses—prompting a renewed focus on sustainable support and recognition.



### Turning the Tide with Vital

In 2021, LCMC Health partnered with Vital to enhance both the patient and staff experience. By automating routine updates, streamlining service requests, and delivering AI-driven patient education, Vital helped ease staff workload—contributing to strong improvements in 80% (17/21) of focus areas.



### A New Focus—Sustained Appreciation

Building on that momentum, LCMC and Vital deepened their partnership around a shared goal: helping staff feel consistently valued. Using Vital's real-time patient feedback tools, LCMC began sharing authentic compliments directly with care teams—reigniting a sense of purpose and daily appreciation.

## THE RESULTS

### Measurable Improvement on Staff Connection to the Patient and the Organization

**80%**

Improved after launching  
Vital

(17 of 21 NRC Health focus measures)

**90%**

Improved after launching  
sustained appreciation initiatives

(19 of 21 NRC Health focus measures)

**100%**

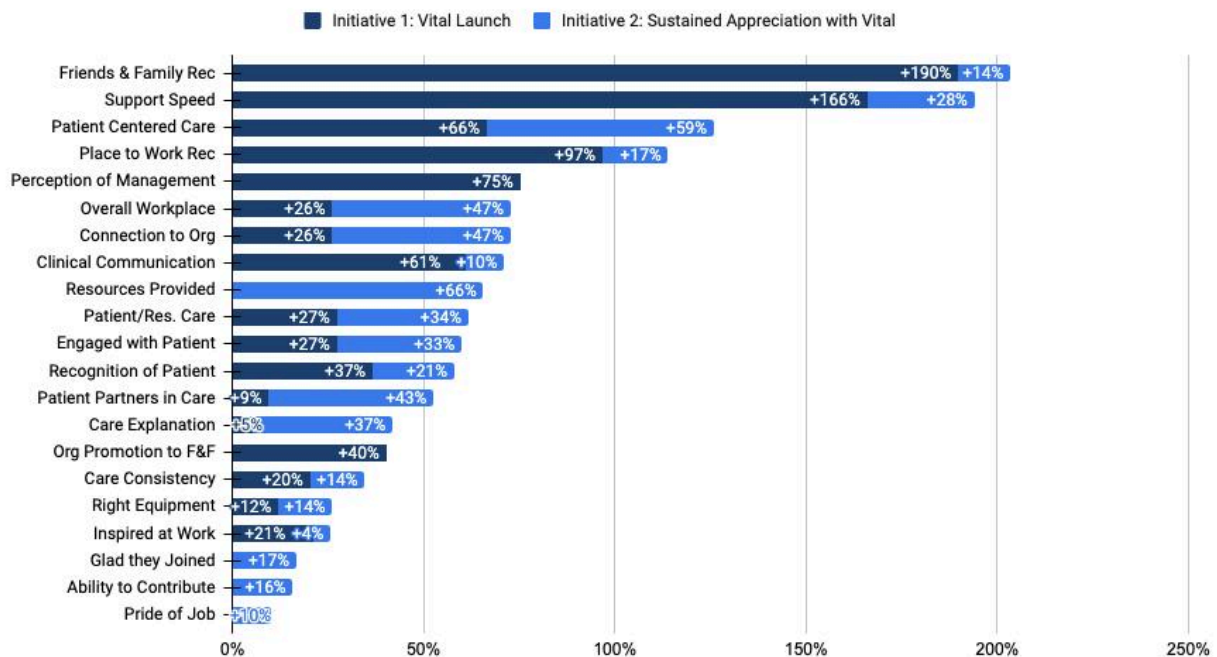
Showed measurable  
improvement across both  
initiatives

(all 21 NRC Health focus measures)

### 9 Metrics reached 7-year all-time highs, including:

- ✓ Pride in job
- ✓ Glad to have joined the org.
- ✓ Work environment inspiration
- ✓ Quality of care (commitment & delivery)
- ✓ Overall rating of the organization
- ✓ Connection to the organization
- ✓ Likelihood to recommend (workplace and to family & friends)

#### Staff Sentiment Score Change (%) by Vital x LCMC Initiative



Now more than ever, health systems must prioritize staff sentiment. It's a feedback loop:

**Happier staff → Stronger connection to patients → Better care → Less burnout → Lower turnover**  
(which can save up to \$52,350 per retained employee).

With Vital, LCMC was able to focus on appreciation as a long-term strategy—not just a moment of recognition. As LCMC's success shows, ongoing appreciation powers real change—for staff, patients, and the entire organization.

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