

# Retain Top Healthcare Talent

WITH CENTRALIZED SOCIAL RECOGNITION

workhuman<sup>\*</sup>



# A focus on appreciation and connection will keep employees engaged through uncertainty.

Ever since the global pandemic began, the healthcare industry has been tasked with maintaining operations and innovating in an increasingly uncertain economic environment. Many clinicians and medical staff are worried about the safety and well-being of themselves and their families while juggling added responsibilities and pressure at work and at home.

In order to thrive in the midst of all this, leaders must find ways to keep employees engaged and committed to the organization's mission, values, and goals. The employee experience, rooted in appreciation and connection, has become the key to sustaining success. One solution speaks to all these issues: Social Recognition®, a core tenet of Workhuman Cloud®.

## SOCIAL RECOGNITION:

### Improves retention

Medical professionals are in short supply. According to the Association of American Medical Colleges (AAMC), the United States will experience a shortage of 40,800 to 104,900 doctors by 2030. That means keeping the good physicians and advanced-practice clinicians you've already hired and onboarded at your facility is more important than ever.

In the 2018 SHRM/Workhuman® Employee Recognition Report, HR professionals cited retention and turnover as their top challenges for the third year in a row. There is some good news, however: Among the organizations surveyed, 73% have a recognition program, and 68% strongly agree that recognition helps reduce employee turnover. And when salaries are as high as they are in the medical field, even a small reduction in turnover could save you millions of dollars each year.

The healthcare industry's high-stress environment and long hours have a major impact on morale. Fierce Healthcare reports that 55% of physicians have considered leaving medicine altogether. Implementing a social recognition program that allows physicians, advanced-practice clinicians, nursing staff, and other vital healthcare professionals to celebrate and recognize each other builds resilience against burnout. It helps you retain your best people by leveraging and strengthening connections within and across teams.

### Increases patient satisfaction scores

MIPS and MACRA come with very focused quality metrics. Getting those high patient satisfaction scores – even if care is improving overall – can be difficult. Dr. Miles Snowden, chief medical officer at TeamHealth, told HealthStream that “the narrowness of the quality measures are inconsistent with the holistic relationship that patients seek for full satisfaction.”



Everyone is motivated by great moments. Healthcare organizations that implement a social recognition program can better engage employees and reinforce values, which increases happiness and reduces anxiety among healthcare workers. This translates to happier and less anxious patients.

According to “The Employee Experience of Healthcare Workers,” a joint white paper published by the IBM Smarter Workforce Institute and the Workhuman research team, “Healthcare employees with more positive experiences at work are much more likely to report significantly higher levels of discretionary effort (98% compared to 67%). In a healthcare setting, this is likely to have a direct impact on patient satisfaction and outcomes.”

### **Builds teamwork and improves communication**

Social recognition unifies your workforce. The ability to see and congratulate peers for achievements lets employees build relationships throughout your organization, which minimizes hierarchal tensions, increases productivity, enhances safety, and helps reduce mistakes. Positivity and gratitude make them feel acknowledged for who they are and what they do.

A Gallup study has linked higher nurse engagement to reduced patient mortality. When Columbus Community Hospital raised engagement scores, its number of patient falls decreased by 81% and medical errors decreased 32%.

In addition to engaging employees by connecting them to each other, social recognition highlights and celebrates safe practices. It helps unify a diverse socio-demographic workforce and encourage better relationships and communication, which reduces opportunities for mistakes and increases compliance with regulations and guidelines, such as those from HIPAA and the Joint Commission.

**“One of the things we’ve often seen happen is that as employee engagement scores go up, so do patient satisfaction scores and physician satisfaction scores.”**

ROSEANN KOBIALKA

Former Assistant Vice President, Organizational Development at AtlantiCare

## Unifies recognition into one compliant system

Implementing an integrated recognition program not only unifies people, it unifies systems. Many healthcare organizations suffer from various competing recognition programs, many of which are nearly impossible to track. Centralized social recognition lets you bring this chaos under control in a measurable and manageable solution that is accountable, secure, and compliant with all legal and organizational requirements.

## Makes work more human

Social recognition is like a heartbeat. Its pulses send appreciation to your organization's every extremity in a consistent, focused way. And the more gratitude in a organization, the better it performs. Forward-thinking HR leaders in healthcare are embracing a new era that connects culture to shared purpose.

Connecting culture to shared purpose is the most powerful force in business. Recognizing that through Workhuman Cloud, the world's fastest-growing integrated social recognition and continuous performance management platform, will motivate and empower your physicians, advanced-practice clinicians, nurses, and support staff to do the best work of their lives.

The data proves it, over and over again.

Let's talk.

**Learn about the benefits  
of centralized, integrated  
social recognition for the  
healthcare industry.**

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