



TIRED OF TURNOVER?

MAKING CARE STAFF A DESTINATION.

Robert Crowe, Founder and CEO
Bree Becker, MSN, FNP-C, RNC-MNN





OBJECTIVES:

- 1) Contrasting **retention** vs. **engagement**.
- 2) Review national workforce **retention and engagement trends**.
- 3) Discuss **evidence-based practice techniques** for employee engagement.



TODAY'S REALITY

More than 95% of workers are thinking about leaving their jobs and 92% are considering a career change.

White, M. C. (n.d.). You're not the only one who's had enough - 95 percent of workers are considering quitting.

<https://apple.news/AZBUN34WgQgWW-WgMNCg88w>.



MATCHWELL®



RETENTION VERSUS ENGAGEMENT



AREN'T THEY THE SAME?

Retention

- Static
- Simple
- Statistic

Engagement

- Dynamic
- Thoughtful
- Qualitative





“EMPLOYEES WHO ARE ENGAGED CONSISTENTLY
SHOW UP TO WORK AND HAVE A GREATER
COMMITMENT TO QUALITY AND SAFETY...AND
OBTAIN IMPRESSIVE ORGANIC GROWTH”

Mann, J. H. and A. (2021, July 9). *The right culture: Not just about employee satisfaction*.
Gallup.com. <https://www.gallup.com/workplace/236366/right-culture-not-employee-satisfaction.aspx>.





DISENGAGED EMPLOYEES COST US COMPANIES \$450B-\$550B



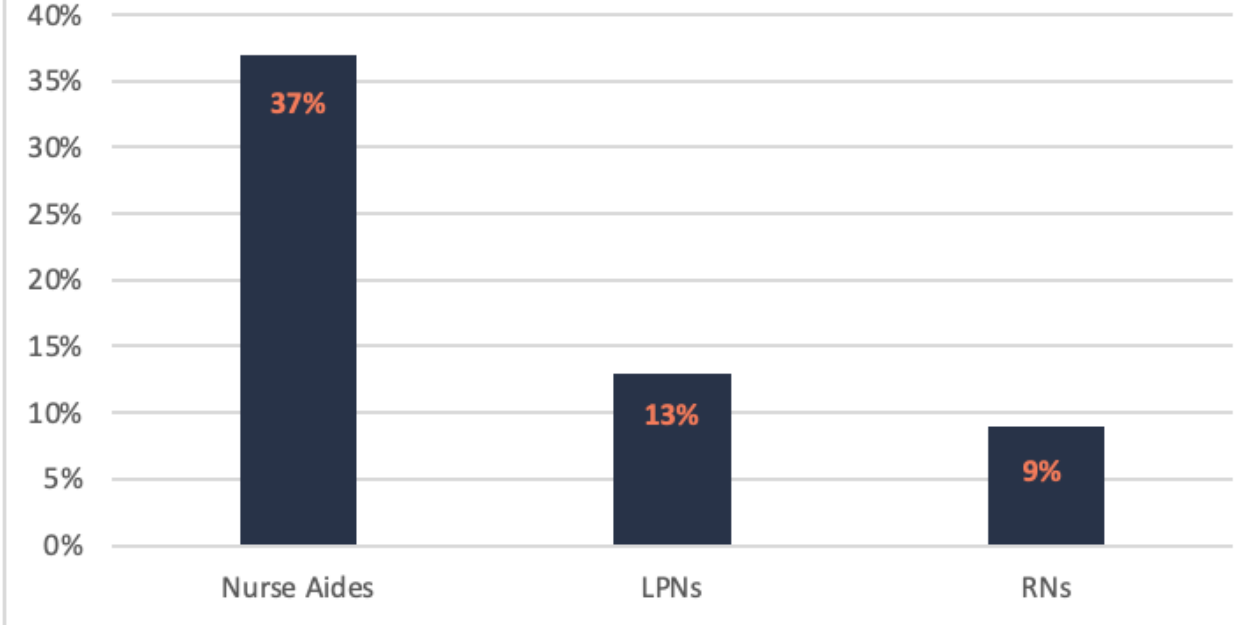
MATCHWELL[®]



RETENTION AND ENGAGEMENT TRENDS



Workforce

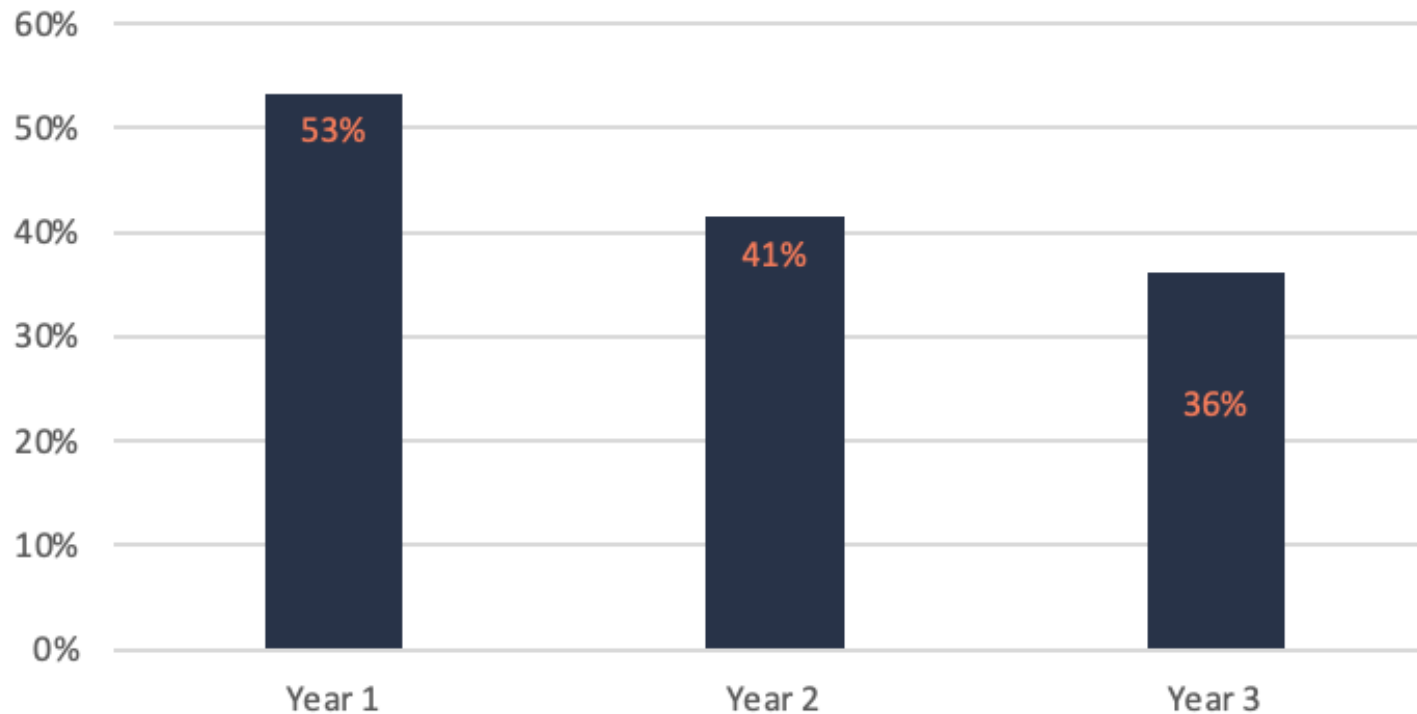


CNAs provide 80% of direct care to residents

EATON, J; PAULSEN, B; & MADDEN, C; CERTIFIED NURSING ASSISTANTS AS AGENTS OF CREATIVE CAREGIVING IN LONG-TERM CARE; INTERNATIONAL JOURNAL OF OLDER PEOPLE NURSING, 2019



Nurse Aide Retention



Replacing one Nurse Aide costs approximately \$2,250

***Survey responses from 3,550 nursing facilities**



Beds per community	FTEs	Yearly National Turnover	FTE Turnover	Cost/Year
109	25	48.51%	12.1275	\$30,319
109	18	48.51%	8.7318	\$21,825

Regan, T. (2021, January 24). *Assisted living CNA PAY grew in 2020, but Turnover Skyrocketed*. Senior Housing News. <https://seniorhousingnews.com/2021/01/24/assisted-living-cna-pay-grew-in-2020-but-turnover-skyrocketed/>.





FIVE WAYS TO ENGAGE



ENEMY OF ENGAGEMENT PROGRAMS

- Too complicated
- Incorrect metrics
- Overusing surveys

The greatest cause of a workplace engagement program's failure is this: Employee engagement is widely considered "an HR thing."

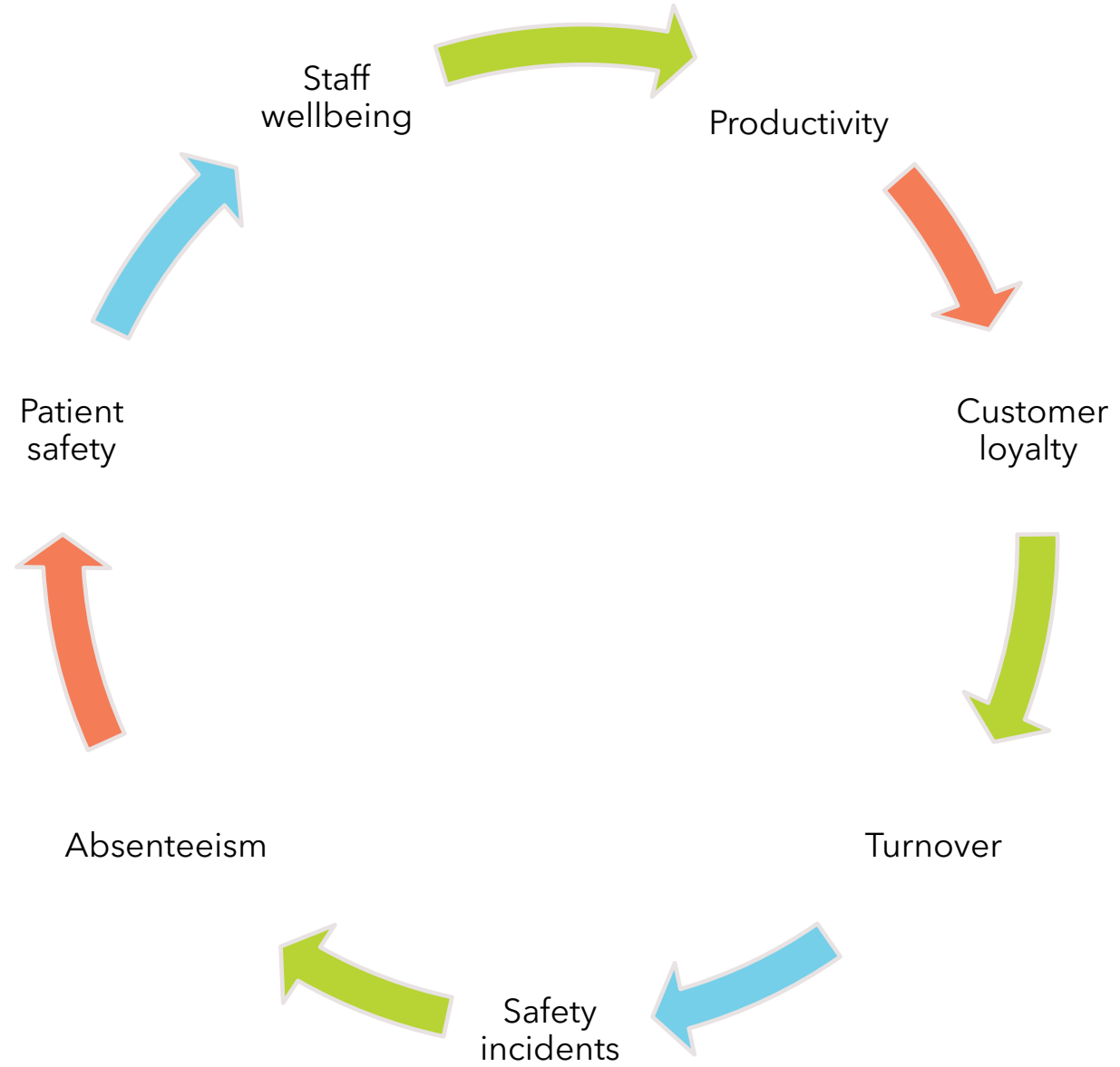


MATCHWELL®



ACTIVITY 1

SEE HEAR FEEL



GALLUP POLL 2020
META-ANALYSIS



THE PAST



My Paycheck

My Satisfaction

My Boss

My Annual Review

My Weaknesses

My Job

OUR FUTURE



My Purpose

My Development

My Coach

My Ongoing Conversations

My Strengths

My Life



MATCHWELL[®]

BE PRESENT

- Show that you care
 - 69% of employees say they would work harder if they knew leadership cared
- Crisis Intervention Programs
 - Code Lavender
 - Thrive
- "Walk the Halls"



PAY ATTENTION



Ask

Ask open-ended questions



Listen

Listen to understand



Validate

Validate concerns



Provide

Provide an avenue for feedback
• Focus groups



MATCHWELL®

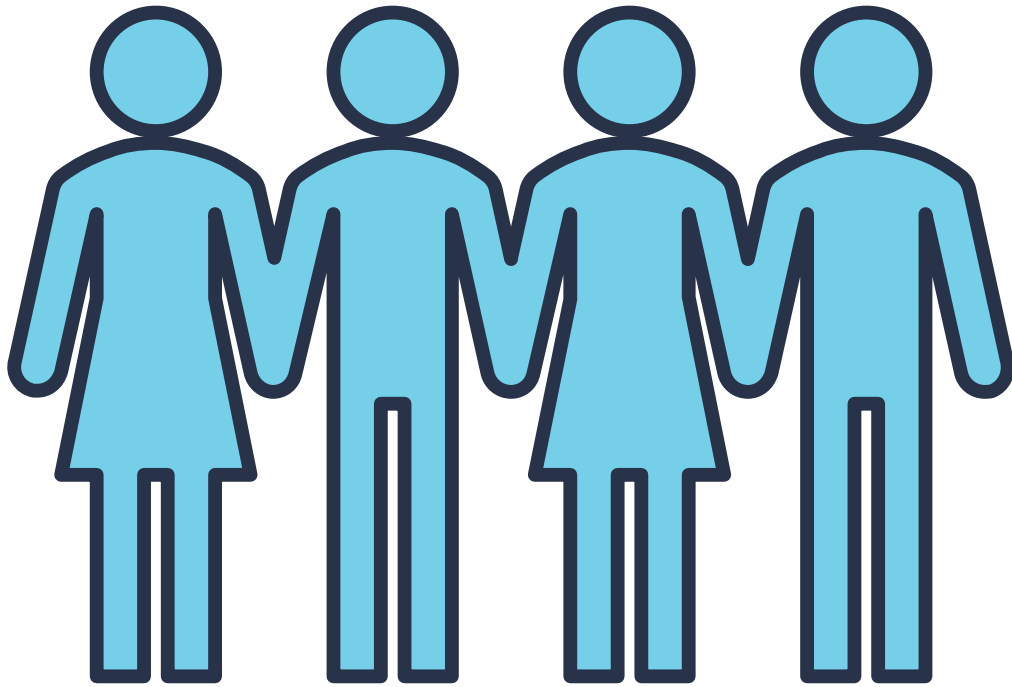
PROVIDE PURPOSE

- Provide a purpose not just a paycheck
- Identify the mission and what inspires the person on the other side of it
 - Parents
 - Retirees
 - Millennials

"The data from the present study provide further substantiation to the theory that doing what is best for employees does not have to contradict what is best for the business or organization"



MATCHWELL®



MATCHWELL®

EMPOWER

- Autonomy
 - Workforce Committees
 - People don't fight their own ideas
- Flexibility
 - Job sharing
 - Per diem pools
 - Weekend Programs
 - Let care staff work with their friends



When leaders and environments are empowering, creative problem-solving flourishes (Eaton, Paulsen, & Madden, 2019).

PLAY



Incorporate creativity



Humor

"The only way to get through life is to laugh your way through it. You either have to laugh or cry. I prefer to laugh. Crying gives me a headache. "



Be a coach

Reframe mistakes as learning opportunities



BE **PRESENT**

PAY **ATTENTION**

PROVIDE **PURPOSE**

EM**POWER**

PLAY



MATCHWELL®





WANT MORE INFORMATION?

Robert Crowe

rcrowe@wematchwell.com

Bree Becker

bbecker@wematchwell.com



MATCHWELL®

REFERENCES

- (2020, October 28). *Disengaged employees and how much do they cost you?* <https://gethppy.com/talent-management/how-much-do-disengaged-employees-cost-you>.
- Bergeron, P. (2021, May 31). *Competition for nursing home workers hits an all-time high*. Skilled Nursing News. https://skillednursingnews.com/2021/05/competition-for-nursing-home-workers-hits-an-all-time-high/?euid=d9ce381235&utm_source=snn-newsletter&utm_medium=email&utm_campaign=34e68e0ae2.
- Borysenko, K. (2019, May 2). *How much are your disengaged employees costing you?* Forbes. <https://www.forbes.com/sites/karlynborysenko/2019/05/02/how-much-are-your-disengaged-employees-costing-you/?sh=37877e6e3437>.
- Engaging employees starts with remembering what your company stands for*. Harvard Business Review. (2018, April 5). <https://hbr.org/2018/03/engaging-employees-starts-with-remembering-what-your-company-stands-for>.
- Eaton, J; Paulsen, B; & Madden, C; Certified nursing assistants as agents of creative caregiving in long-term care; international journal of older people nursing, 2019
- Gallup, I. (2021, August 9). *How to improve employee engagement in the workplace*. Gallup.com. <https://www.gallup.com/workplace/285674/improve-employee-engagement-workplace.aspx#ite-285701>.
- J;, C. N. G. H. K. H. J. A. E. (n.d.). *Nurse aide retention in nursing homes*. The Gerontologist. <https://pubmed.ncbi.nlm.nih.gov/32144426/>.
- Kovner, C. T., Brewer, C. S., Fatehi, F., & Jun, J. (2014). What does nurse turnover rate mean and what is the rate? *Policy, Politics, & Nursing Practice*, 15(3-4), 64-71. <https://doi.org/10.1177/1527154414547953>
- Mann, J. H. and A. (2021, July 9). *The right culture: Not just about employee satisfaction*. Gallup.com. <https://www.gallup.com/workplace/236366/right-culture-not-employee-satisfaction.aspx>.
- Masson, G. (n.d.). *4 incentives an OKLAHOMA health system is using to attract, Retain nurses*. Becker's Hospital Review. https://www.beckershospitalreview.com/nursing/4-incentives-an-oklahoma-health-system-is-using-to-attract-retain-nurses.html?utm_medium=email&utm_content=newsletter.
- Regan, T. (2021, January 24). *Assisted living CNA PAY grew in 2020, but Turnover Skyrocketed*. Senior Housing News. <https://seniorhousingnews.com/2021/01/24/assisted-living-cna-pay-grew-in-2020-but-turnover-skyrocketed/>.
- Sean McDade, P. D. (n.d.). *Calculating the cost of employee disengagement*. PeopleMetrics. <https://www.peoplemetrics.com/ex-blog/calculating-the-cost-of-employee-disengagement>.
- Warner, J. (2021, June 8). *The roi of employee engagement: Show me the money!* DecisionWise. <https://decision-wise.com/show-me-the-money-the-roi-of-employee-engagement/#:~:text=Cost%20of%20Disengagement&text=A%20disengaged%20employee%20costs%20an,year%20due%20to%20lost%20productivity>.
- White, M. C. (n.d.). You're not the only one who's had enough - 95 percent of workers are considering quitting. <https://apple.news/AZBUN34WgQgWW-WgMNCg88w>.