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August 17, 2016

RETENTION DEFINITION

- the act of keeping someone or something;
 - the act of keeping extra liquid, heat, etc., inside the body;
 - the ability to keep something
- ◆ Merriam Webster

CURRENT RESPONISIBILITIES

- ◆ SAFETY PROGRAM
- ◆ COMPLIANCE PROGRAM
- ◆ QUALITY PROGRAM
- ◆ MAINTAINING EMR
- ◆ FQHC REQUIREMENTS
- ◆ JOINT COMMISSION OR AAAHC
- ◆ PATIENT SATISFACTION



RETENTION OF PEOPLE?

- ◆ WE CAN REPLACE THEM
- ◆ OTHERS PAY MORE SO WE CAN'T KEEP THEM
- ◆ IT IS A COMPETITIVE MARKET
- ◆ THE COST OF LOSING SOMEONE IS NOT THAT GREAT
- ◆ WE WERE GLAD TO SEE THEM GO
- ◆ THEY WERE UNHAPPY ANYWAY
- ◆ PROJECT FOR HUMAN RESOURCES

WHAT IS THE COST OF PEOPLE LEAVING

◆ MEDICAL ASSISTANT

◆ PHYSICIANS

◆ DENTIST

◆ CFO

◆ CALL CENTER REPRESENTATIVE

◆ PHYSICIAN ASSISTANT

◆ BILLING STAFF



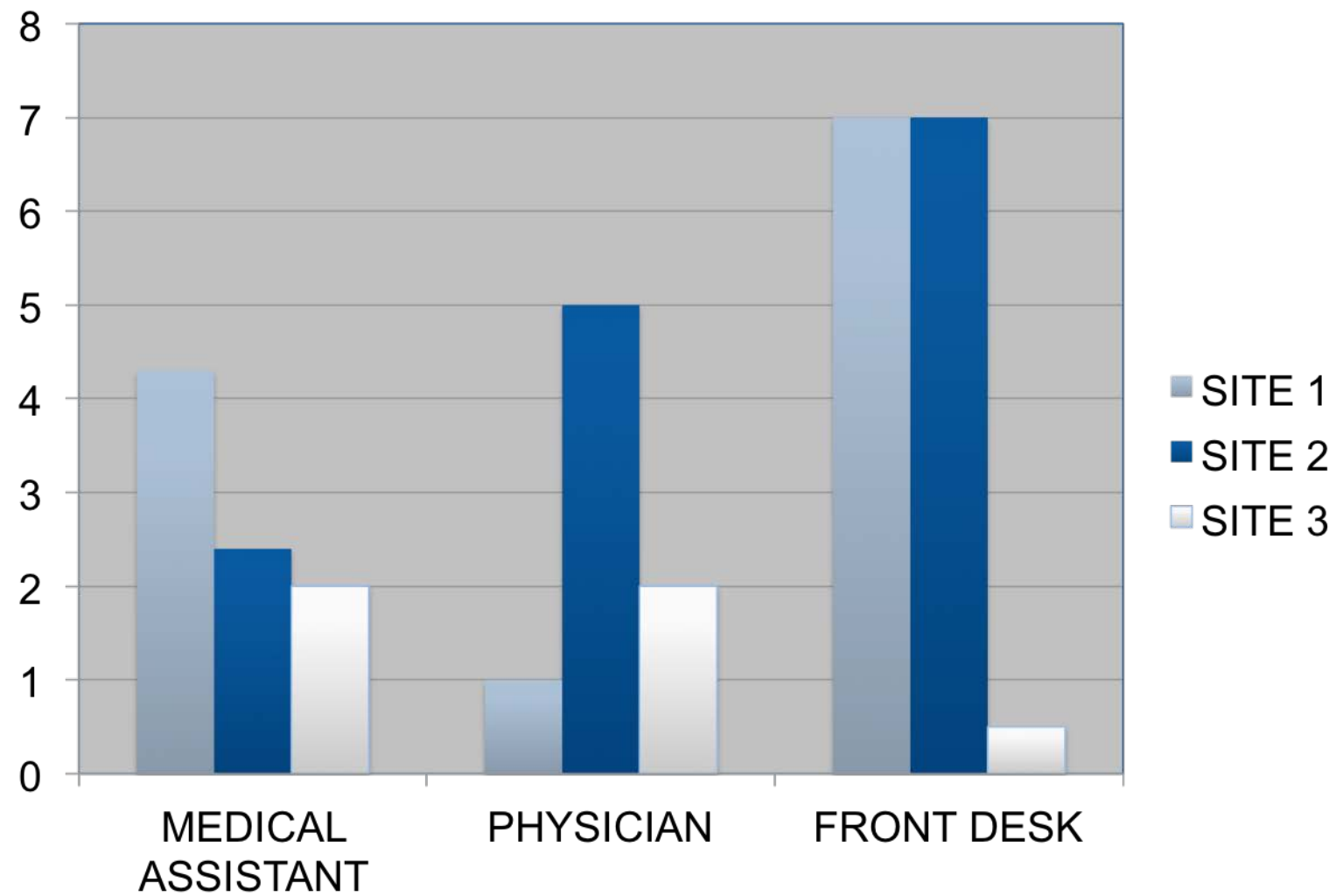
TURNOVER – REAL COSTS

- ◆ RECRUITMENT COSTS
- ◆ RAMPING UP COSTS
- ◆ LOSS OF PRODUCTIVITY
- ◆ TRAINING COSTS
- ◆ RELOCATIONS COSTS
- ◆ WEB SITE AND MARKETING COSTS
- ◆ CREDENTIALING COSTS
- ◆ LICENSE FEES

WHY PEOPLE LEAVE

- ◆ SUPERVISOR - #1 Reason
- ◆ LACK OF LEADERSHIP
 - ◆ DIRECT SUPERVISORS
 - ◆ EXECUTIVE MANAGEMENT TEAM
 - ◆ CEO
- ◆ FEELING AS THOUGH THEY AREN'T HEARD
- ◆ NOT CARED ABOUT
- ◆ DISORGANIZATION
- ◆ MISSION IS GONE

TRENDS AND FORECASTING



1. TRAIN THE MANAGERS

- ◆ 1. TRAIN YOUR MANAGER'S THAT IT IS THEIR JOB AND EVERYONE'S JOB TO RETAIN TALENT
 - ◆ ESTABLISH TRUST
 - ◆ PROVIDE A CULTURE WHERE THERE ARE EXPECTATIONS OF RETENTION
 - ◆ PROVIDE THEM MANAGEMENT TRAINING
 - ◆ RESOLVING CONFLICT
 - ◆ SETTING EXPECTATIONS
 - ◆ PERFORMANCE REVIEWS

2. INVEST IN STAFF

- ◆ 2. INVEST IN TRAINING AND DEVELOPING YOUR STAFF
 - ◆ WEB BASED TRAINING
 - ◆ COMMUNICATE EXPECTATIONS
 - ◆ MODEL THE EXPECTATIONS
 - ◆ FORMAL ON SITE TRAINING
 - ◆ CAREER LADDERS
 - ◆ OPPORTUNITIES FOR GROWTH



3. RECOGNIZE PEOPLE

◆ 3. RECOGNIZE PEOPLE FOR WHAT THEY DO AND BRING TO THE TABLE

◆ INFORMALLY

◆ FORMALLY

◆ PUBLICALLY

◆ PRIVATELY



4. HIRE THE BEST

- ◆ 4. HIRE THE BEST "FIT"
- ◆ STRUCTURE THE INTERVIEW
- ◆ DO PRESCREENING INTERVIEWING
- ◆ SITUATIONAL OR BEHAVIORAL BASED QUESTIONS
- ◆ DEFINE WHAT YOU NEED BEFORE YOU START



5. TOOLS

- ◆ 5. ASK PEOPLE WHAT TOOLS THEY NEED
 - ◆ DURING STAFF MEETINGS
 - ◆ SUGGESTION BOXES
 - ◆ OBSERVATION
 - ◆ DO THEY HAVE TRAINING FOR THE TOOLS THEY DO HAVE



6. MAKE JOB BETTER

- ◆ 6. ASK PEOPLE WHAT WOULD MAKE THEIR JOB BETTER
 - ◆ FLEXIBILITY
 - ◆ CONTROL
 - ◆ CULTURE
 - ◆ SURVEY AND LISTEN
 - ◆ STAY INTERVIEWS



7. MISSION

◆ 7. MAKE SURE YOU STAY TRUE TO YOUR MISSION

◆ ACCESS

◆ VALUES

◆ FINANCIAL

◆ EXPANSION

◆ STAFFING



COMMUNICATE THE BENEFITS

- ◆ TOTAL BENEFIT STATEMENTS
- ◆ TRANSPARENCY
- ◆ TESTIMONIALS OF PATIENTS AND STAFF
- ◆ PRESS RELEASES
- ◆ MISSION AND SERVICE
- ◆ PATIENT STATISTICS
- ◆ CULTURE
- ◆ THANK YOU'S



PEOPLE NEED TO FEEL VALUED

- ◆ BE INTENTIONAL WITH EVERYDAY CONVERSATIONS
- ◆ SHOW THEM OTHERS NEED THEM, TOO
- ◆ CHALLENGE THEM
- ◆ RECOGNIZE THEM AS INDIVIDUALS



~ avery augustine

QUESTIONS AND THANK YOU!

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