

RETENTION DEFINITION

- The act of keeping someone or something;
- The act of keeping extra liquid, heat, etc.;
- 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



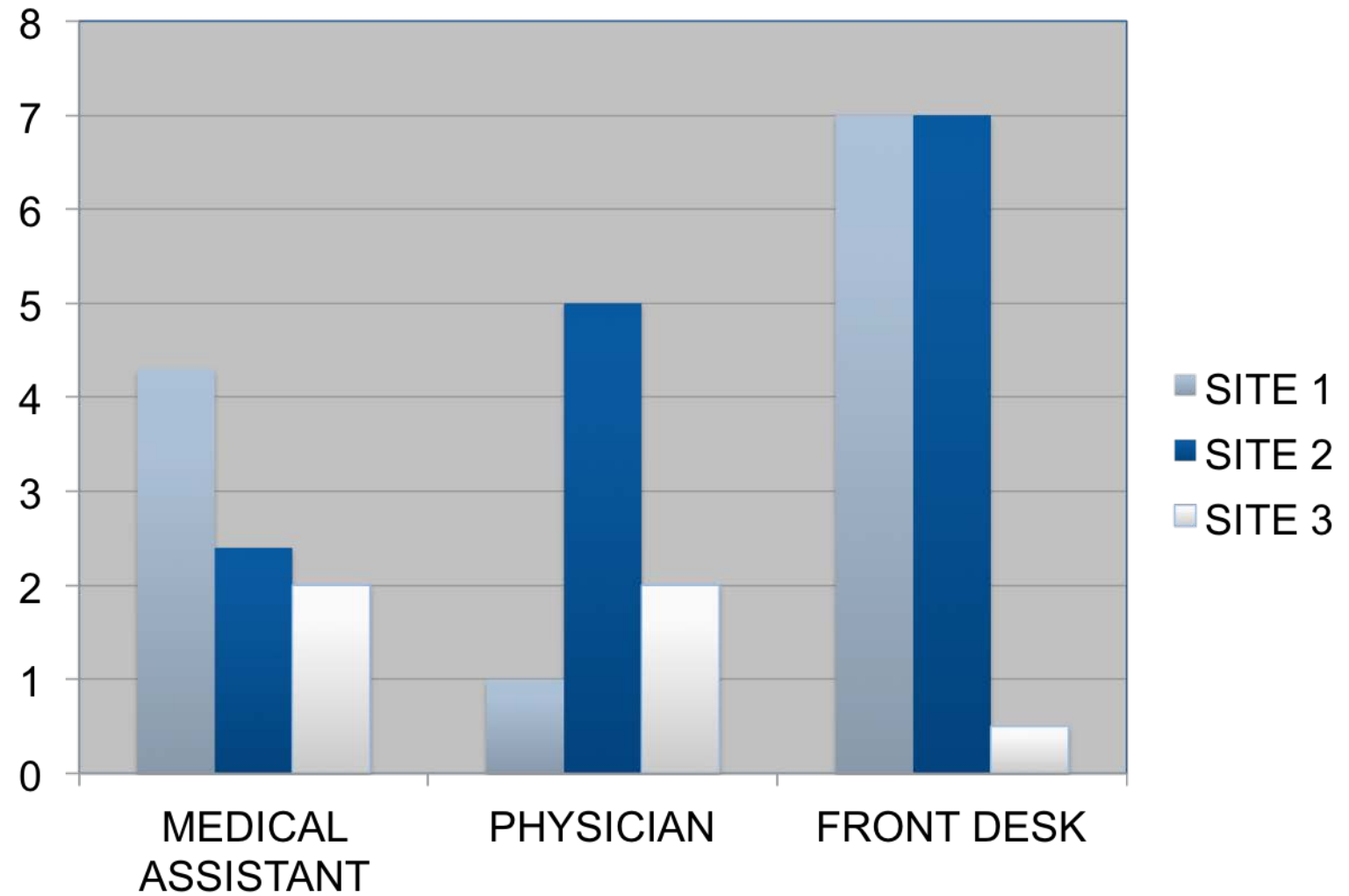
TURNOVER – REAL COSTS

- ◆ 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

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

2. INVEST IN STAFF

- ◆ 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

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

- ◆ INFORMALLY

- ◆ FORMALLY

- ◆ PUBLICALLY

- ◆ PRIVATELY



4. HIRE THE BEST

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



5. TOOLS

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



6. MAKE JOB BETTER

- ◆ ASK PEOPLE WHAT WOULD MAKE THEIR JOB BETTER

- ◆ FLEXIBILITY

- ◆ CONTROL

- ◆ CULTURE

- ◆ SURVEY AND LISTEN

- ◆ STAY INTERVIEWS



7. MISSION

- ◆ 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 YOUS



PEOPLE NEED TO FEEL VALUED

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



~ avery augustine

BURNOUT PREVENTION

- ◆ ALLOW PHYSICIANS TO HAVE CONTROL
- ◆ SUPPORT PHYSICIANS – TIME OFF, SUPPORT STAFF, AND RELAXATION
- ◆ ENCOURAGE & SUPPORT HEALTHY LIFESTYLE
- ◆ ENCOURAGE UTILIZATION OF EAP

BURNOUT

- ◆ PATIENT SATISFACTION SCORES
- ◆ PATIENT QUALITY
- ◆ HIGHER TURNOVER
- ◆ UNSAFTIFIED STAFF

QUESTIONS
AND THANK
YOU!

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