

Webinar Series:

Mitigating Burnout and Maintaining Providers Satisfaction during Vaccination Rollouts

Engagement Strategies to Mitigate Burnout During Vaccination Rollout

March 31, 2021

HOUSEKEEPING



- This session is being recorded and the **recording** will be sent via email to everyone who registered
- Please use the **Q&A** box to ask questions (use the drop down box and select all participants and panelist so everyone can see your question)
- Use the **Chat** box to share comments and thoughts
- Please complete the **evaluation** at the end of the session

ABOUT THE STAR² CENTER



Solutions, Training, and Assistance for Recruitment and Retention (STAR²)

- Established in 2014 as a branch of the Association of Clinicians for the Underserved to support clinical workforce recruitment and retention for health centers
- Supported through a National Cooperative Agreement with the Bureau of Primary Health Care
- One of 21 National Training and Technical Assistance Partners (NTTAPs) supporting health centers
- Produces FREE resources, trainings, and technical assistance for health centers

ABOUT THIS SERIES



Mitigating Burnout and Maintaining Provider Satisfaction During Vaccination Rollouts



**NATIONAL
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This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$625,000 with 0 percentage financed with non-governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](https://www.hrsa.gov)

ABOUT THIS SERIES



MITIGATING BURNOUT AND MAINTAINING PROVIDER SATISFACTION DURING VACCINATION ROLLOUTS

- **March 31, 2021** – Session 1: Engagement Strategies to Mitigate Burnout During Vaccination Rollout
- **April 7, 2021** – Session 2: Strategies to Support Provider Satisfaction Among Nurses in the Pandemic Workplace
- **April 21, 2021** – Session 3: Evolving Care Team Models in the Context of the Pandemic and Strategies to Assess Provider Satisfaction



Half or more providers feel frustrated at their job (50%), overworked (57%), burned out (59%), or emotionally drained (68%).

California Health Care Foundation & Goodwin Simon Strategic Research
[Survey conducted January 4-14, 2021](#)

Traumatized and tired, nurses are quitting due to the pandemic

By Scottie Andrew, CNN

Video by Kat Jennings, CNN

Updated 2:29 PM ET, Thu February 25, 2021

Doctors, Facing Burnout, Turn to Self-Care

A growing number of programs aim to help doctors, nurses and medical students who are struggling with mental health issues during the pandemic.

A Parallel Pandemic Hits Health Care Workers: Trauma and Exhaustion

Vaccines may be on the way, but many on the front lines are burned out. Has the government done enough to help alleviate their stress?





COVID-19 VACCINATIONS

THE ROLL-OUT

“You’ve seen one vaccine roll-out, you’ve seen one vaccine roll-out.”

VACCINE ROLL-OUT BY THE NUMBERS



- 444,155 COVID-19 Immunization Series initiated - patients
- 273,537 Series completed - patients
- 54% Racial/ethnic minority patients

- 7,539 COVID-19 Immunization Series initiated - staff
- 9,764 Series completed - staff
- #1 challenge in deploying vaccine:
 - Staffing to administer the vaccine (46%)

SHARE VACCINE ROLL-OUT



- Focusing on patients or taking on all-comers?
- Primary source or secondary role?
- Adding capacity (e.g. mobile/remote units) or staying within existing sites?
- Staff barometer: Regretting what you've taken on or excited to be part of the solution? Something in between?



3 FACTORS FOR STAFF MOTIVATION

AUTONOMY
CAPABILITY
PURPOSE



3 FACTORS FOR STAFF MOTIVATION

AUTONOMY

Having a say in what you do, when, how you do it and with whom

ENHANCING AUTONOMY



Here's what you said:

Engage providers in the planning and implementation of vaccine rollout initiatives.

Limit work related to vaccinations if needed/desired

ENHANCING AUTONOMY



When considering new roles and responsibilities

- **PREFERENCES:** Ask about preferences (in roles/hours worked) and accommodate if you can.
- **BUILD TRUST:** Does everyone understand each person's role and the level of autonomy that they carry in each role?
- **INSTITUTIONALIZE GATHERING INPUT:** Ask for ways to improve processes, act on the input when you can, and communicate how you did this.
- **EMBED FLEXIBILITY:** Consider ways staff can shape their roles and responsibilities and ensure that they understand this flexibility.



3 FACTORS FOR STAFF MOTIVATION

CAPABILITY

Being able to get better at what you care about

ENHANCING CAPABILITY



Here's what you said:

Coordinated team effort with reduced administrative burden

Assuring that providers are working to the level of their training

Being informed in advance of changes

Having clear instructions on process

Consistent and thoughtful communication

Delegation of responsibilities

ENHANCING CABILITY



- Training to support role clarity (their own and others)
- Use volunteers and augment staff to reduce work load
- Keep track of tangible resources (walkie talkies, regular replenishment of supplies, educational resources, etc.)
- Prioritize security and safety of staff (adequate PPE, designated staff or volunteers to enforce masks for patients, explain rules)
- Encourage and demonstrate a problem-solving mindset

ENHANCING CABILITY



- Professional and emotional support – check-in weekly and adjust as needed
- What ancillary activities might contribute to frustration? (Parking? Complicated documentation processes? Rude patients? Insufficient breaks?)
- Ensure that communication is clear and understood, e.g. workflow/policy changes



GIVE PEOPLE PURPOSE!

3 FACTORS FOR STAFF MOTIVATION

PURPOSE

Feeling part of something greater than yourself

ENHANCING PURPOSE



Here's what you said:

Providing weekly admin time/company appreciation gestures

ENHANCING PURPOSE



- Recognize and thank staff members
- Celebrate vaccine milestones
- Engage the community in celebrating and recognizing contributions of your health care workers. Visibility engenders pride!
- Advocate/work with systems to improve access and support for certain patient populations? (e.g., homeless, migrant farmworkers)



HOW TO HELP WHEN YOU AND YOUR COLLEAGUES ARE ALREADY BURNED OUT

PRACTICES TO HELP OTHERS



- Practice empathy/ create space for mistakes
- Before you share your feelings, ask if the person you are talking to has the space/time to listen
- If you have space/time, listen
- Provide reassurance
- Ask if there is anything you can do (offer something specific)



COMMUNICATION UNDER STRESS



- Stress and mental noise can reduce the ability to process information by up to 80%.
- People typically will not give you the benefit of the doubt regarding the meaning of non-verbal cues in high stress situations.
- When people are stressed, they tend to remember most what they hear first and last.
- The gap between perceptions and reality often widens.

Source: Ken Makovsky. (October 3, 2013). [Communications in High Stress Environments](#).

COMMUNICATION UNDER STRESS



- The optimum length of key messages offered in a high stress situation is 27 words in 9 seconds, making three points.
- The visual part of the brain becomes an active player in processing high stress information. Use visuals to share information.
- Balance each negative with three to four positives.
- Avoid absolutes (“never say ‘never,’ never say ‘always,’ never use an absolute”).

Source: Ken Makovsky. (October 3, 2013). [Communications in High Stress Environments](#).

MICROPRACTICES FOR YOURSELF



- “Name it to tame it”
- Write down three things one is grateful for several times a week
- Pause and say “I just need a minute” before responding
- Diaphragmatic breathing
- Take your breaks/ go for a walk

Source: Fessell, D., & Cherniss, C. (2020). Coronavirus Disease 2019 (COVID-19) and Beyond: Micropractices for Burnout Prevention and Emotional Wellness. *Journal of the American College of Radiology : JACR*, 17(6), 746–748. <https://doi.org/10.1016/j.jacr.2020.03.013>

OPERATIONALIZE HEALING



- Adjust PTO policies – give extra PTO/wellness days and require time off using work rotation; hire relief staff if needed
- Invest in self care and mental health resources (relaxation rooms, guided meditation apps, virtual reality headsets)
- Make it easier to take breaks for exercise & relaxation – if someone doesn't have time, reduce their workload
- Make sure managers and leaders practice and promote self-care
- Build self-care conversations into supervision check-ins

APRIL 7, 12:00 PM ET

Strategies to Support Provider Satisfaction Among Nurses in the Pandemic Workplace



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