



Effective Workplace Communication: Skills and Strategies

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What is your
biggest
communication
challenge at work
right now?



Pillars of Wellness

Physical

Emotional

Financial

Communication

WHY IS **WORKPLACE COMMUNICATION** IMPORTANT?



- **Reduces work-related conflicts**
- **Enhances interpersonal relationships**
- **Increases workforce productivity** through constructive feedback
- **Increases employee engagement and job satisfaction**
- **Builds organizational loyalty and trust**
- **Reduces turnover**
- **Facilitates the proper utilization** of resources
- **Uncovers new employee talents**

<https://extension.psu.edu/effective-communication-in-the-workplace>

WHY IS WORKPLACE COMMUNICATION IMPORTANT?



Open
communication
fosters trust and
engagement



Poor communication
contributes to
burnout and
turnover

COMMON COMMUNICATION BARRIERS

Siloed teams or sites

Infrequent or unclear messaging

Lack of structured feedback



Overreliance on top-down communication

Lack of communication



STRATEGIES FOR EFFECTIVE COMMUNICATION

INVESTING IN STRONG ORGANIZATIONAL COMMUNICATION



Individual
Skill
Building



Codified
Systems,
Channels, and
Organizational
Norms



KEY ELEMENTS OF ORGANIZATIONAL COMMUNICATION



Leadership
Buy-In

Information
Pathways



Tools and
Modalities

Organizational
Norms



THE ROLE OF LEADERSHIP



“Transparent leadership means leading with **openness, honesty, and authenticity**. Transparent leaders keep their teams informed, share information freely, and create environments where open **communication flows in all directions**. They don't just communicate when things are going well. Instead, they maintain honest dialogue **even during challenging times**.”

TOOLS FOR TRANSPARENT LEADERSHIP



- Town halls
- Open door policies
- Leadership updates
- Chats with the CEO
- Rounding

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What is something
your leadership
does to foster
effective
communication?



HOW LEADERSHIP SHOWS UP MATTERS

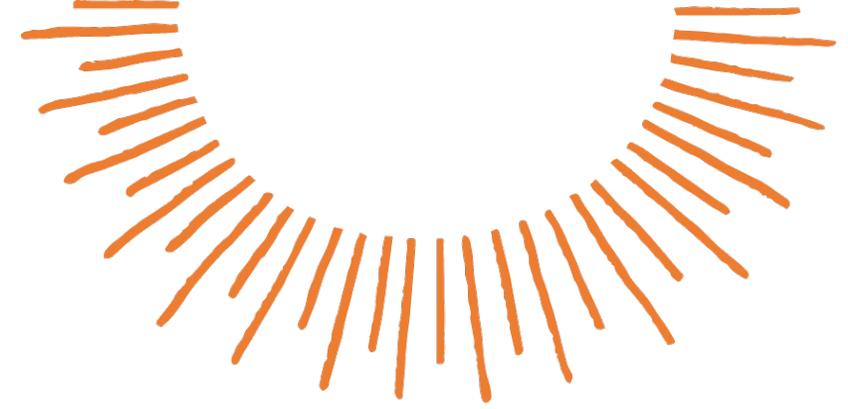


- What you say and what you do matters
- How you say it and the actions you take matters
- Practice multi-directional communication
 - Create a dialogue
 - Don't be dismissive
 - Be open – listen, learn, adapt
- Take a strengths-based perspective
- Appreciation goes a long way!



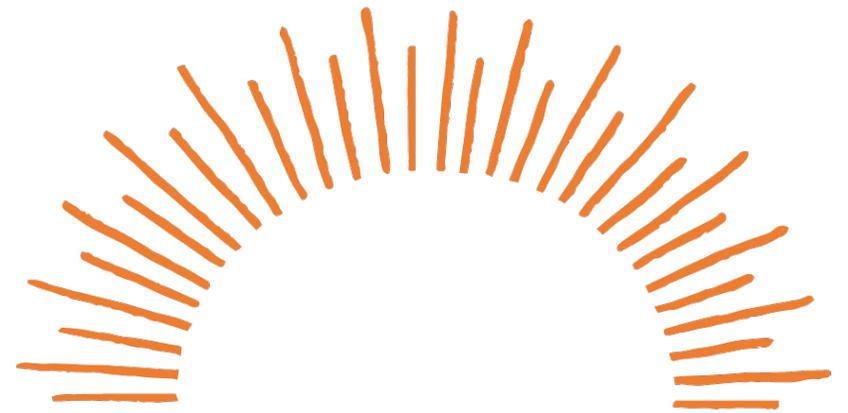
Leadership needs to reflect the organization's goals in its day-to-day actions

Alignment of a health center's mission statement with the needs of its workforce is critical



“Senior leaders need to model the way and visibly demonstrate desired behaviors, or they risk losing credibility.”

[Why workplace training programs fail - Fast Company](#)





**How does
information
flow within your
organization?**

**How do you know
who to reach out
to when, and
through which
channels?**

CHANNELS, SYSTEMS, AND PATHWAYS TO SUPPORT COMMUNICATION



Staff Meetings

Team Huddles

1:1
Conversations

Newsletters

Slack/Teams
Messenger

Emails

Zoom/Video
Calls

Texts

Phone Calls

STRATEGIES FOR STREAMLINED COMMUNICATIONS



Responsiveness Expectations

- Beware of “email urgency bias”
- Establish clear norms across communication channels

Specific Channels for Specific Uses

- Avoid having to check every platform and missing information
- Explicitly align on norms and expectations – be consistent!

Make Reading Easy

- Make information easy to grasp, even for “skimmers”
- Less is more! Fewer words = faster response times

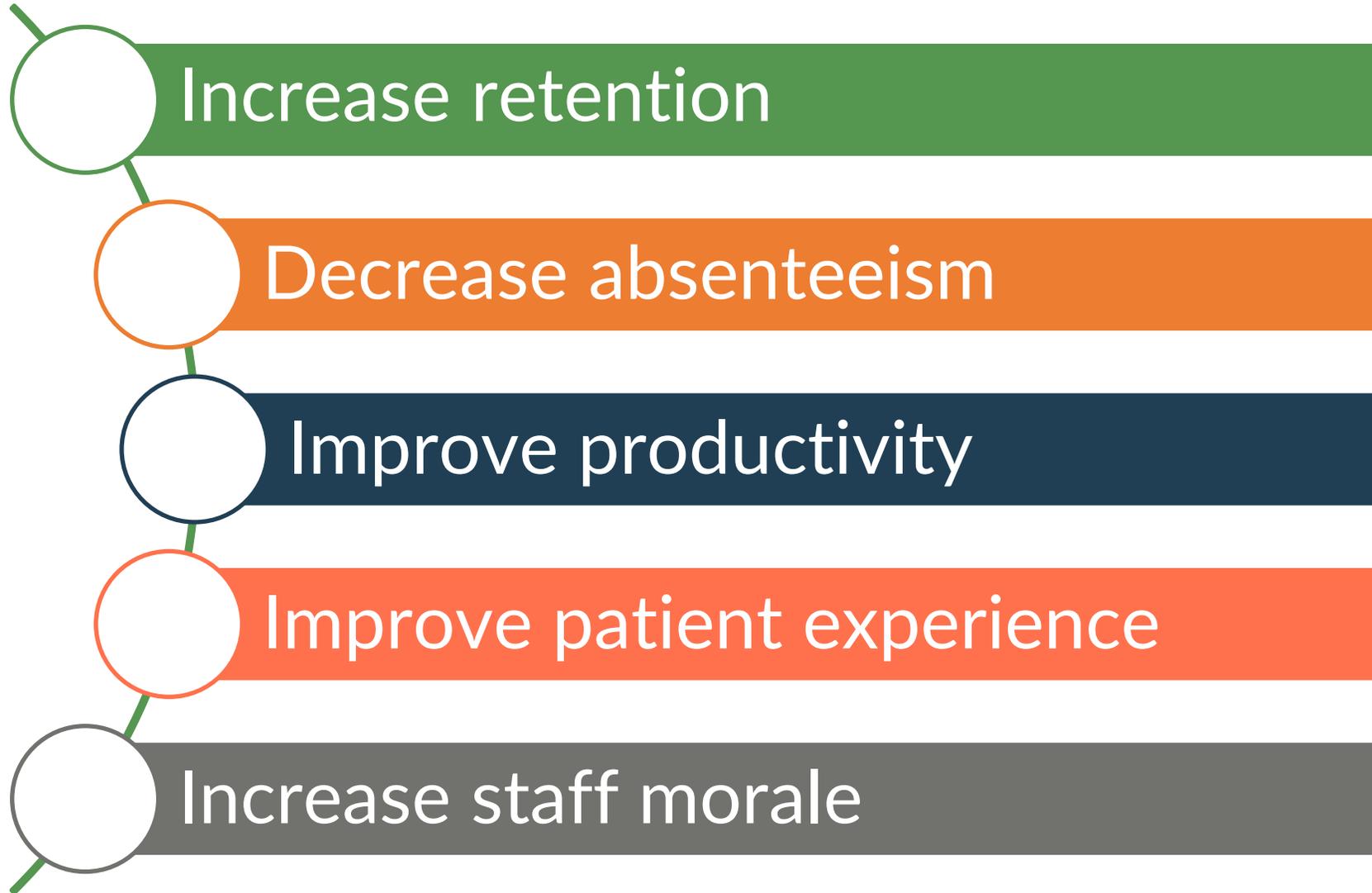
What are other ways your health center facilitates communication?
What helps you communicate well?





FEEDBACK AS A TOOL FOR EFFECTIVE COMMUNICATION

WHY GATHER FEEDBACK FROM STAFF



GATHERING FEEDBACK



Employee
engagement
surveys

Town halls

1:1
Discussions

Stay
interviews

Suggestion
box

RESPONDING TO FEEDBACK



“Perhaps even more important than gathering feedback regularly is doing something about the data you collect. People will be frustrated if you seek input and then don’t take action—even more than if you don’t ask for feedback at all.”

<https://www.forbes.com/sites/tracybrower/2024/08/19/5-best-ways-to-collect-employee-feedback-and-increase-engagement/>



**PUTTING IT ALL TOGETHER:
WHAT'S AT STAKE?**

Turnover is **EXPENSIVE!**

*Calculate your health center's turnover costs by using the [STAR² Center Financial Assessment for Provider Turnover Tool](#) (newly updated!)

As leaders, ask yourselves:

- What's the actual cost of turnover?
- What's the cost of a provider vacancy?
- How much does it cost to recruit?
- How much money is your organization losing to these workforce issues?
- How can you better invest time and resources to retain staff and minimize losses?



TURNOVER STATISTICS



- Average cost of turnover is between six- to nine-months of an employee's salary
 - Replacing a highly specialized healthcare professional can cost as much as 200% of the employee's yearly salary
- According to the Bureau of Labor Statistics, the U.S. healthcare industry lost more than 500,000 employees each month in 2022
- The average cost of turnover for a staff registered nurse (RN) is \$56,300
 - Each percent change in RN turnover will cost or save an average of \$262,500 per year
- A survey conducted by CHG Health found that between 2020 and 2022, 8% of the reporting physicians retired, 3% had left clinical work altogether, and 43% had made a career move within the healthcare field
 - Main reason most physicians, 35.2% of respondents, made a career move was for work-life balance
 - Compensation, work flexibility, and location were also factors for turnover

Sources: www.oracle.com/human-capital-management/cost-employee-turnover-healthcare/; www.healthadministrationdegree.usc.edu/blog/turnover-in-health-care

THE IMPORTANCE OF COMMUNICATION



- Organizational communication is a core aspect of **workforce well-being**
- Workplaces that prioritize effective communication have **increased rates of retention**
- Clear communication channels and norms support the **efficient flow of information**, saving time and avoiding blind spots
- Strong communication norms help to ensure **alignment** across the organization, enhancing everyone's **ability to meet organizational goals**



INVESTING IN STRONG ORGANIZATIONAL COMMUNICATION



Individual
Skill
Building



Codified
Systems,
Channels, and
Organizational
Norms



RESOURCE ARTICLES



- [It's Time to Reimagine Employee Retention](#)
- [Engagement Questions to Lead Teams - Gallop](#)
- [Why workplace training programs fail - Fast Company](#)
- [Employee Survey: Job Satisfaction -Society for Human Resources Management \(SHRM\)](#)
- [Successful Remote Teams Communicate in Bursts](#)
- www.healthadministrationdegree.usc.edu/blog/turnover-in-health-care
- www.oracle.com/human-capital-management/cost-employee-turnover-healthcare
- [It's Time to Streamline How We Communicate at Work](#)
- [Generational Differences in Leader Values and Leadership Behaviors](#)
- <https://www.forbes.com/sites/tracybrower/2024/08/19/5-best-ways-to-collect-employee-feedback-and-increase-engagement/>
- <https://www.forbes.com/sites/carolinecastrillon/2025/03/03/how-to-master-transparent-leadership-and-foster-unshakable-team-trust/>
- <https://extension.psu.edu/effective-communication-in-the-workplace>

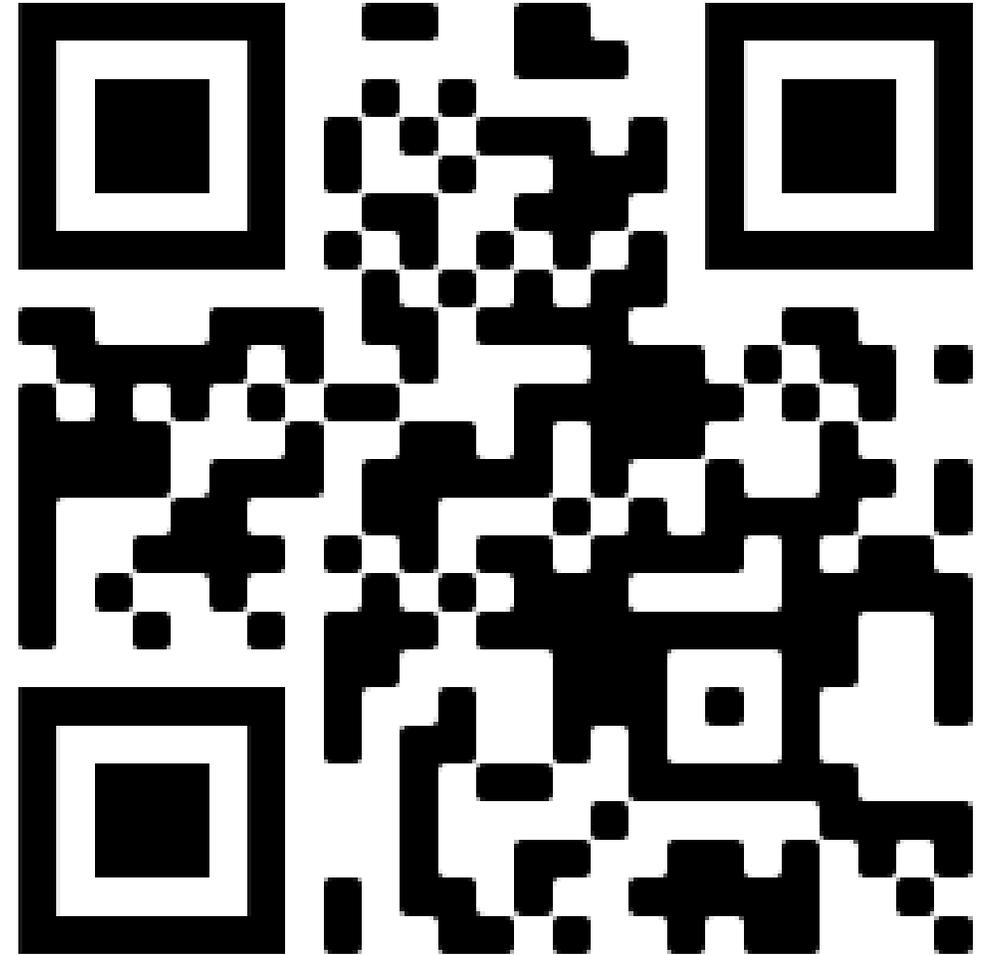
QUESTIONS



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