 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 RESPONSIBILITIES

- 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**
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
◆ 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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