



Healthcare Workforce Executive Insights Survey Results



BY RACHEL WEEKS

The recent *Healthcare Workforce Executive Insights Survey*¹ highlights how health care organizations are adapting to significant industry changes including the Affordable Care Act, the HCAHPS Survey, aging demographics, population health, ACOs and the rapid growth of retail care clinics.

Conducted by talent management solutions provider HealthcareSource and the American Society for Healthcare Human Resources Administration (ASHHRA), the *Healthcare Workforce Executive Insights Survey* sought to gain an understanding of how these industry changes are affecting talent management practices in health care environments. The findings highlight the challenges facing talent management professionals, ranging from recruiting high-quality employees to training and retaining them over time.

Survey respondents, which included more than 400 health care talent management professionals, were asked a series of questions about their organizations' ability to adapt to the new health care environment. Topics included: recruiting challenges; retention issues; clinical care and the experience for patients and residents; competing for patients, residents and employees; proactively dealing with trends in the health care environment; and transitioning to the new health care environment.

Key findings included:

- Only slightly more than half (57.3 percent) of respondents felt their organizations are

proactive in adapting to changes in the health care industry

- Less than 20 percent believe their staff is consistently demonstrating their commitment to patient satisfaction
- Less than half (46.7 percent) believe their organizations' recruitment methods are effective
- Less than half (49.5 percent) say they are unable to offer competitive compensation to recruit top talent
- An overwhelming number (49 percent) indicate that culture, mission and values were the most important talent management factors to help their organizations transition to the new health care environment.

According to Dawn Rose, executive director of ASHHRA, "the most compelling and concerning data point is that more than 80 percent of organizations responding say their workforce is not consistently demonstrating their commitment to patient satisfaction. Yet, a focus on patient satisfaction is essential to succeeding in the new health care environment."

In this new health care environment, competition for top talent is growing. The survey findings underscore that talent management teams must broaden their definition of effective recruitment and look beyond traditional recruiting metrics to ensure that their organizations are equipped to address industry changes affecting both acute care and post-acute care environments.

"It's also important to consider retention," noted Frederick P. Morgeson, Ph.D., Eli Broad professor of management,

Michigan State University and scientific advisor to HealthcareSource, when commenting on the results. "Some recruiting sources generate hires with higher retention levels, while certain personality traits make candidates more or less likely to stay in an organization."

Other key considerations are whether employees are engaging in behaviors that will help organizations achieve their strategic objectives. Significant industry shifts such as those facing the health care industry today bring the need to change how talent is managed. Health care organizations that apply innovative talent management practices find that they are better able to adapt to changes and to become providers of choice in the overly competitive market.

The results were first released during a live webinar event² featuring expert insight and commentary from a panel of industry thought leaders. For a full report of the survey results and insights, download the white paper.³

Rachel Weeks is the senior director of marketing at HealthcareSource, a talent management solutions company exclusive to the health care industry. To learn more about HealthcareSource, visit www.healthcaresource.com or you can contact Rachel at rachel.weeks@healthcaresource.com.

Sources:

1. 2015 Healthcare Workforce Executive Insights Survey: <http://bit.ly/HealthcareWorkforceSurveyPress>
2. 2015 Healthcare Workforce Executive Insights Survey Webinar: <http://bit.ly/HealthcareWorkforceSurveyWebinar>
3. 2015 Healthcare Workforce Executive Insights Survey White Paper: <http://bit.ly/HealthcareWorkforceSurveyPaper>

HEALTHCARE WORKFORCE

EXECUTIVE INSIGHTS SURVEY



HealthcareSource®
Quality Talent. Quality Care.

ASHHRA
THE HUMAN SIDE OF HEALTHCARE

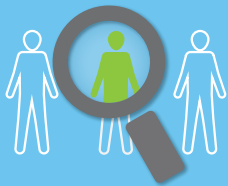


1/3

of respondents say employees lack the **PREPAREDNESS** needed to advance patient care as technologies evolve



One-third of survey respondents report their employees **LACK** the **SKILLS** and **CORE COMPETENCIES** necessary to be seen as a provider of choice



MORE THAN

1/2

feel their organization's recruiting methods are **INEFFECTIVE**



OPPORTUNITIES TO ADVANCE

was ranked the number one most influential factor in retaining top healthcare talent



50%

feel their organization is unable to offer competitive **COMPENSATION**



HIRE FOR FIT

#1

most important talent management practice is hiring those who will support the organization's **CULTURE & VALUES**



ONLY 68%

say their employees behave in a way that shows their **COMMITMENT TO PATIENT SATISFACTION**

If patient-centered care is the priority, shouldn't this be 100%?

Most concerned about recruiting and retaining the following job functions:

REGISTERED NURSES WITH BSN



PHYSICIANS



MEDICAL BILLERS & CODERS

