

# *Retaining and Engaging Healthcare Professionals*



## *Building Loyalty and Commitment in the Workplace*

This facilitated workshop helps managers and supervisors identify their healthcare talent at risk, and then guides them in building customized action plans to promote engagement and retention. Managers also learn to identify their *own* engagement and retention needs in order to begin a dialogue with *their* supervisors.

■  
*A Better Bottom Line*

■  
*Greater Patient Satisfaction*

■  
*Enhanced Productivity*

■  
*Talent Attraction and Retention*

*The TALENT  
MANAGEMENT  
Specialists*



Presented by

**CAREER SYSTEMS  
INTERNATIONAL**  
A Beverly Kaye Company

# Increasing Productivity and Patient Satisfaction

## WHY IT IS CRITICAL

Never before has the engagement and retention of healthcare professionals been so perilous with more than 168,000 unfilled hospital positions.

If employees aren't challenged and engaged, they will leave – either physically or psychologically.

The shortage of talent is ranked as the top concern of hospital CEO's.

The ability to attract, engage and retain professionals creates a major competitive advantage in the healthcare arena.

*"The staffing crisis is a life or death situation, with the quality of patient care hanging in the balance."*

–AFT Healthcare

## THE BENEFITS

Increased performance plus lower turnover equals greater patient satisfaction and profitability.

Hospitals with engaged and productive professionals develop brand recognition as employers of choice.

Patient satisfaction increases when the organizational culture fosters employee satisfaction.

## HOW IT WORKS

The workshop has been customized for the healthcare industry and is delivered in a full-day format. Using self-assessment tools, action activities and in-class exercises, managers learn key strategies for keeping and engaging healthcare professionals in any economic climate.

A *Planner* assists managers to identify talent at risk, and then create individual blueprints for enriching and engaging these key professionals.

It also provides a method by which managers can gain personal insights and plan for engagement conversations with their own supervisors.



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