

Retention & Recruitment

Boot Camp[™]

MISSION:

To Implement Employee Retention Best Practices through Total Management Engagement and Accountability

YOU WILL LEARN HOW TO:

- ▶ Reduce nurse/staff turnover by 50% in 3 years.
- ▶ Simultaneously improve employee, patient and physician satisfaction.
- ▶ Implement 52 proven best practices that will give you a long-term sustainable competitive advantage.
- ▶ Overcome resistance to change and gain an enthusiastic buy-in from both management and the frontline.
- ▶ Create a culture that staff never want to leave.
- ▶ Dramatically reduce the use of registry and overtime.
- ▶ Develop a “Nurse Magnet” based organization-wide culture.
- ▶ Customize and implement your very own Strategic Retention & Loyalty Plan.
- ▶ Create an unstoppable loyalty team.
- ▶ Become both an Employer and Provider of Choice.

SEMINAR ATTENDEES SAY IT BEST:

“Excellent! There is no better time than now, during this nursing shortage, to focus and fund retention effort and to improve employee and patient satisfaction.”

– *Debi Popkins, Director of Nurse Recruitment, Los Angeles Country Department of Health*

“Our turnover was 34% for 2000 and 19.7% for 2001. We also achieved First Place results for Patient Satisfaction scores in the Sutter system.”

– *Diane Smith, HR Director, Sutter North Medical Foundation*

“This Program helped us look at our real world behaviors and see the humor in our resistance to change. When we can laugh at what we repeatedly do, we are more willing to change and move on.”

– *Carmen Wycoff, CNS, Mercy Medical Center*

