

Engaging Nurses: Lessons from a Time of Crisis

revive


Robert Wood Johnson
Foundation

With you today



Beth Toner

Senior Communications
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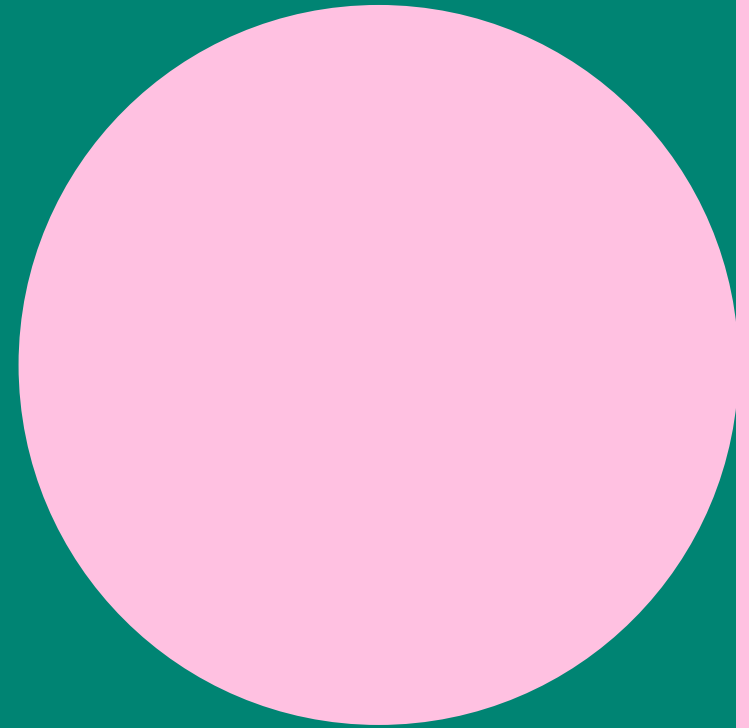


Chelsea Rice

Associate Director of
Content, Revive

Today's agenda

- Workforce challenges in the industry
- Zooming in on the nurse workforce
- What we've learned about nurses
- Our approach to help tackle these issues
- Why you need to care about your nurse workforce
- How to implement these learnings as a communications professional



State efforts to expand the healthcare workforce


Jun 6, 2022 — There are also longstanding racial and economic disparities in **healthcare workforce** development. People of color are underrepresented in higher ...

COVID-19 Pandemic Exacerbated Healthcare Workforce Challenges

Between March and April 2020, the healthcare industry lost 1.5 million workers, exacerbating healthcare workforce challenges and staffing shortages.




Source: Getty Images

 By Victoria Bailey



May 05, 2022 - The COVID-19 pandemic intensified healthcare workforce challenges, leading to significant staffing shortages, increased healthcare worker burnout, and other hurdles that will likely persist after the pandemic, according to a **report** from HHS.

The report from the HHS Office of the Assistant Secretary for Planning and Evaluation (ASPE) combines data from the Census Bureau and the Bureau of Labor Statistics, highlighting how the pandemic has impacted the hospital and outpatient clinician workforce.

 USNews.com

Staff Shortages Choking U.S. Health Care System

... the nation's health care workforce – and the patients they serve. ... ending its labor and delivery services due to staffing challenges.

2 weeks ago

Healthcare workforce worries won't go away - KPMG Global

The potential impact is profound. There is no **healthcare** without **healthcare** workers: loss of staff due to attrition, burnout or retirement can have serious ...

By 2026, 6.5 million healthcare workers will permanently leave their positions, with just 1.9 million people replacing them

***Mercer 2021 External Healthcare Labor Market Analysis**



HR Becker's Hospital Review

Healthcare workforce challenges a national emergency ...

Other "High-Risk" industry workers command higher wagers. Not only are nurses exposed to lethal infectious agents, cancer-causing chemicals and...

Mar 3, 2022

HEALTHCARE

The Healthcare Workforce Is Crumbling

Sai Balasubramanian, M.D., J.D. Contributor ©
I write about clinical medicine, innovation in healthcare, and health policy.

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Dec 22, 2021, 10:45pm EST



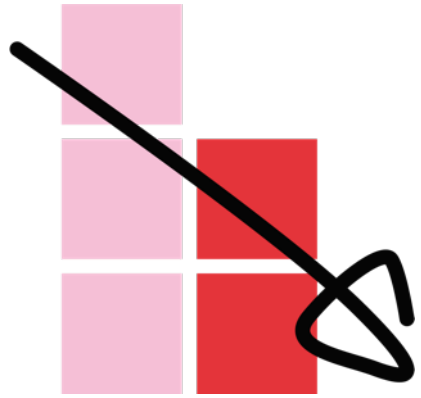
Listen to article 4 minutes



Among the many stresses the healthcare system has faced in the past year, an increasingly growing problem is the impending workforce crisis. These challenges have escalated significantly in the past two years, with Covid-19 truly stretching healthcare workers and organizations thin.

Indeed, at the height of the Covid-19 pandemic, physicians, nurses, and other essential workers on the front-lines of the

State of the nurse workforce.



90% of nurses are considering leaving the profession in next year due to burnout, workloads and lack of pay

[Healthcare IT News](#)

17.5% of new nurses leave their job within the first year of employment, and 56% in the first two years

[Health Leaders](#)

The nursing profession is expected to see ~200,000 new openings every year between 2022 - 2030

[Global Health Education](#)

Registered nurses experienced more workplace injuries than construction workers in 2020

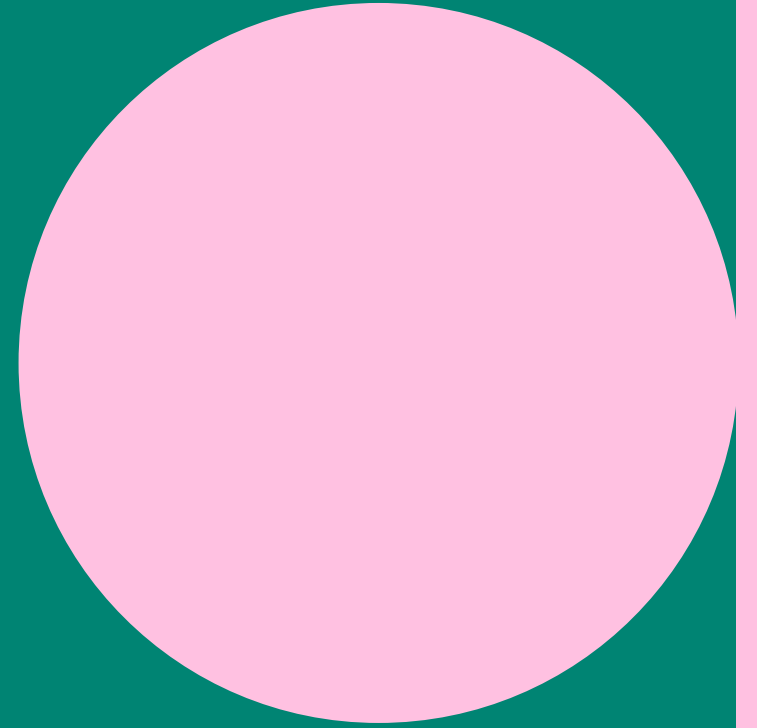
[Bureau of Labor Statistics](#)

**How do you
find out what
nurses want?**



**You listen, in
more ways
than one.**

Key findings from the research



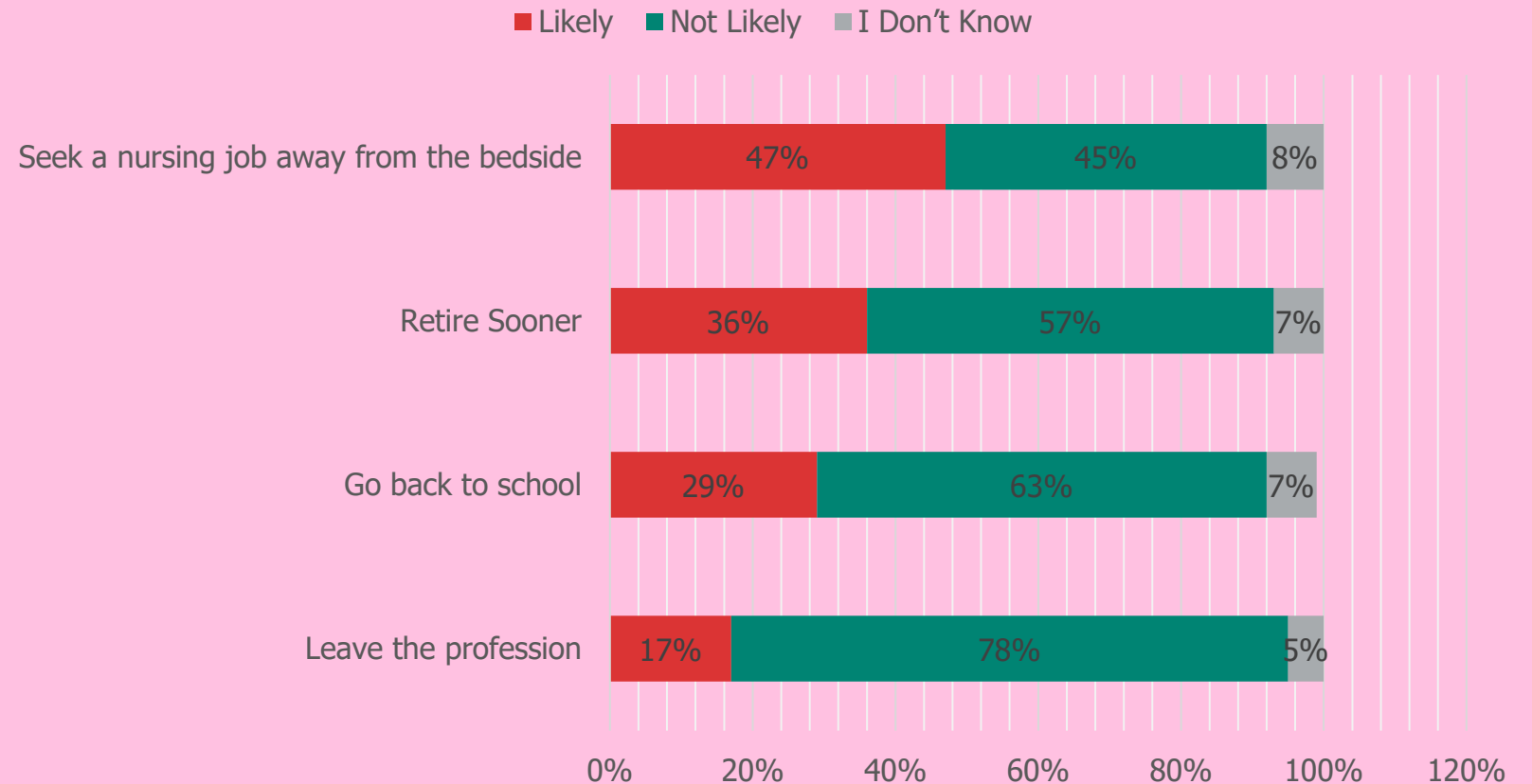
Finding #1

Nurses working in hospitals regularly experience belittling, sexism, and bullying, all while working 12-hour days caring for patients.

They need more support and real resources, like therapy for PTSD -- instead they're given pizza parties.

The result is a diminishing workforce.

Based on your experiences in the past six months, how likely are you to:



***NORC at the University of Chicago – December 2020**

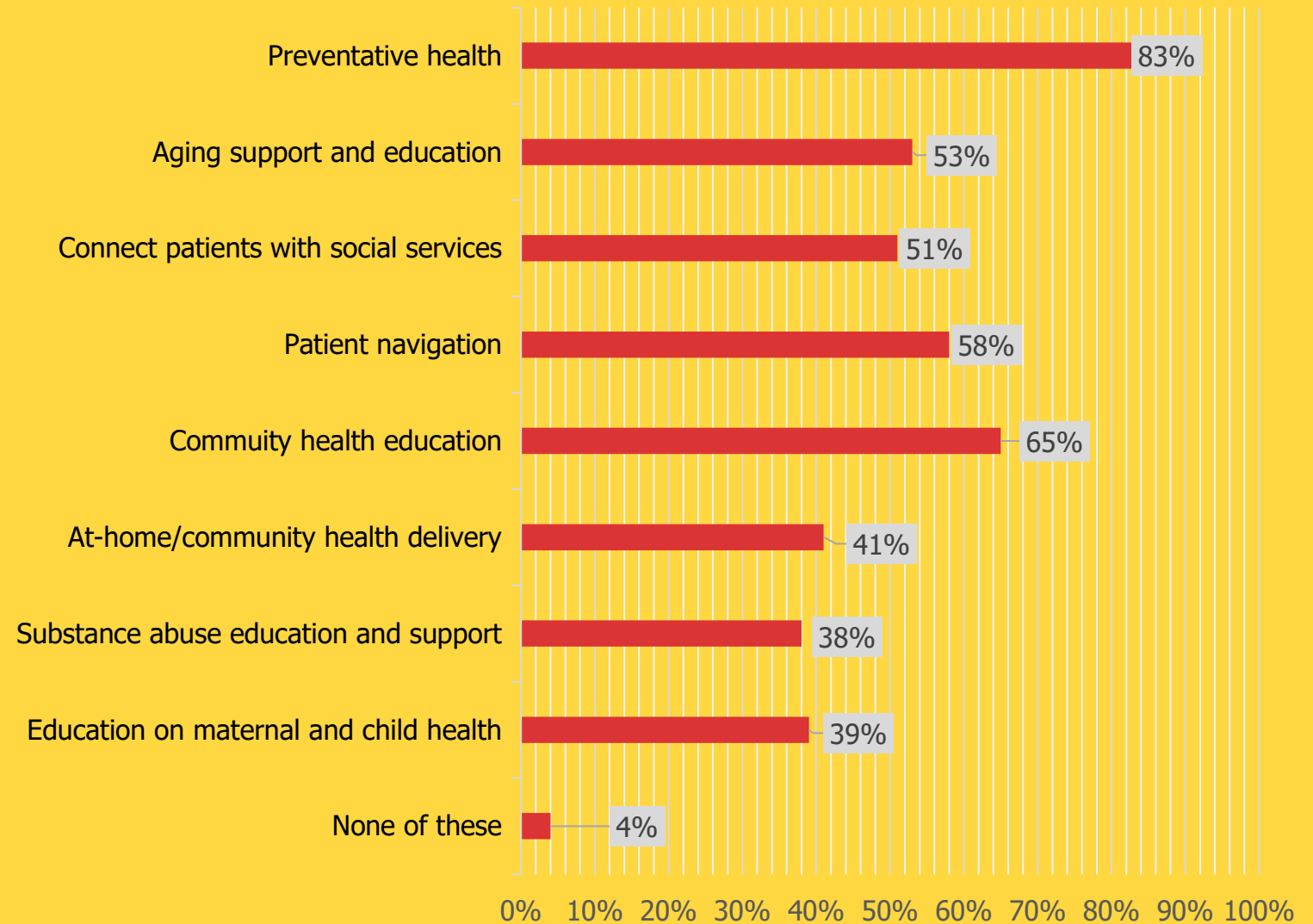
Finding #2

Nurses are key to helping improve population health, reducing health disparities, and impacting social determinants of health.

Not only *can* they make that impact, but they *want to* help drive transformation in these areas.

Nurses are mission-driven beyond their traditional roles at the bedside.

Nurses Report They Have Played Roles Beyond Traditional Health Care



Finding #3

Our research revealed that nurses crave authentic conversation with each other in a safe space outside their jobs.

They want to help solve each other's problems, big and small, and share their daily experiences.

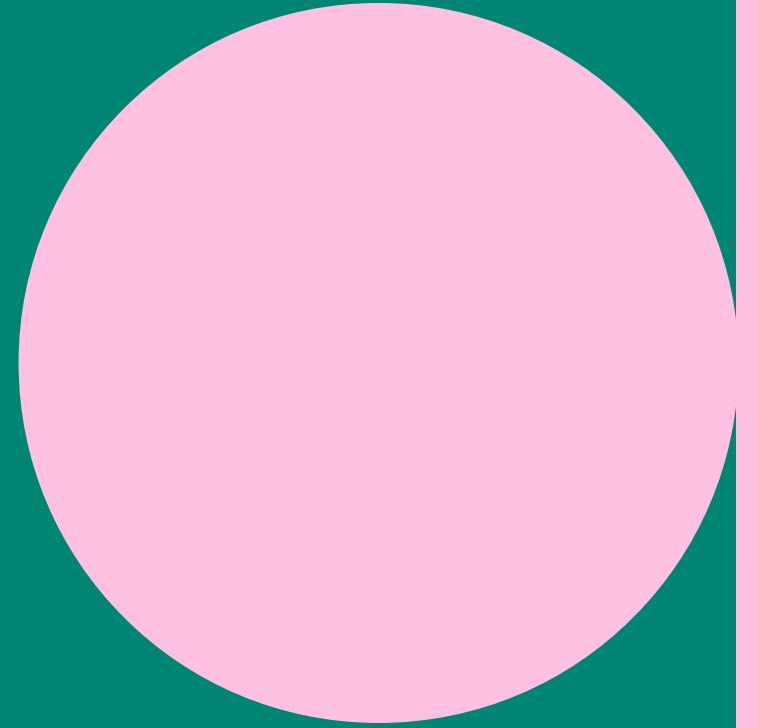
Unfortunately, there are limited opportunities for this exchange.

"It's overwhelming, because when I have a patient who is hurt and crying, I want to be able to sit down for half an hour and say, 'Just tell me what you are feeling.' I went into nursing to have a human connection, to be able to give part of my heart to someone who is hurting."

- Quote from nurse in focus group interview



**How we helped
address these
issues**



SHIFT

We created SHIFT, an online community for nurses built on bones-deep authenticity.

Anchored by a podcast and documentary supported by web and social content, SHIFT is a place where nurses gather, share, laugh, think, and cry without fear or judgment.



[View Season 1 Trailer](#)

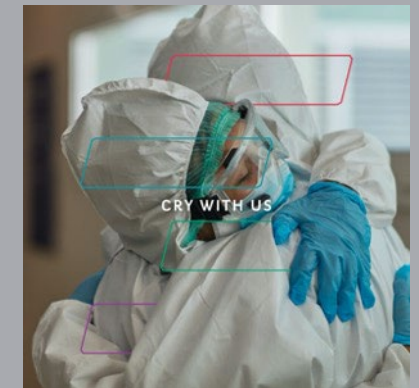
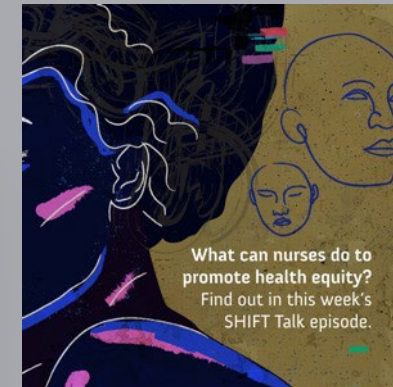
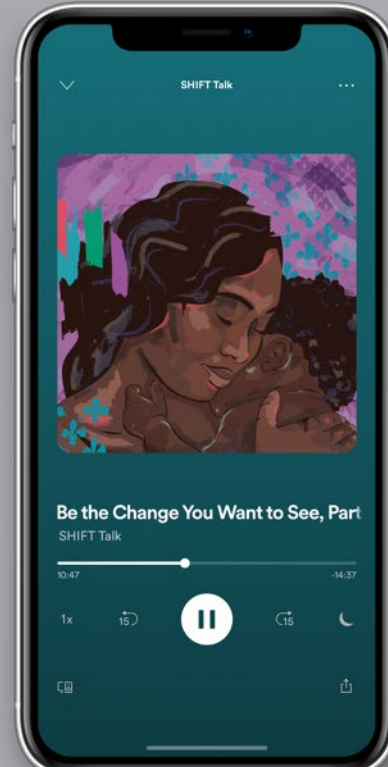
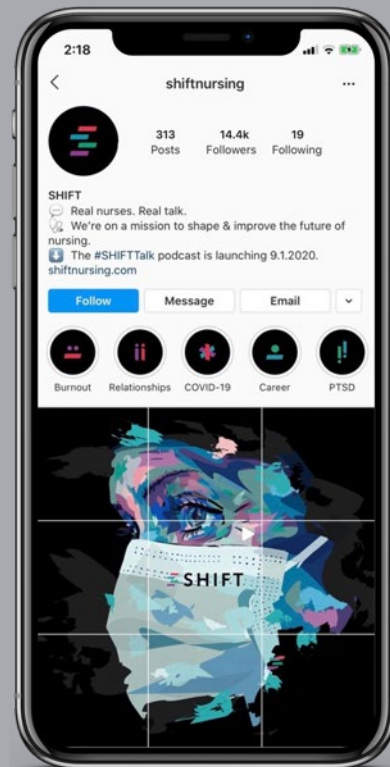
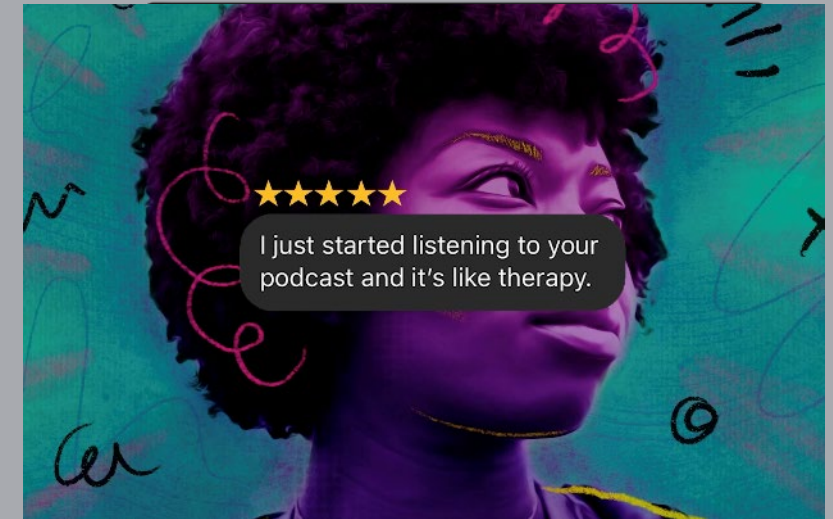
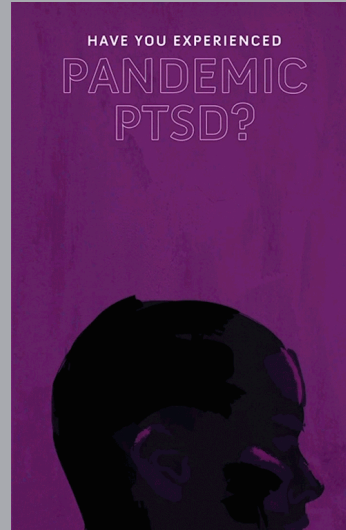
[View Season 2 Trailer](#)

The response

In the first year:

- 30K+ podcast episode downloads
- 997K+ social media engagements
- 4.6M video plays

As a newer nurse leader I absolutely love sharing your platform with my team. I draw so much inspiration and motivation from your posts. I wanted to thank you, this group brings me hope that the nursing community is strong and together we can make a difference.



The documentary

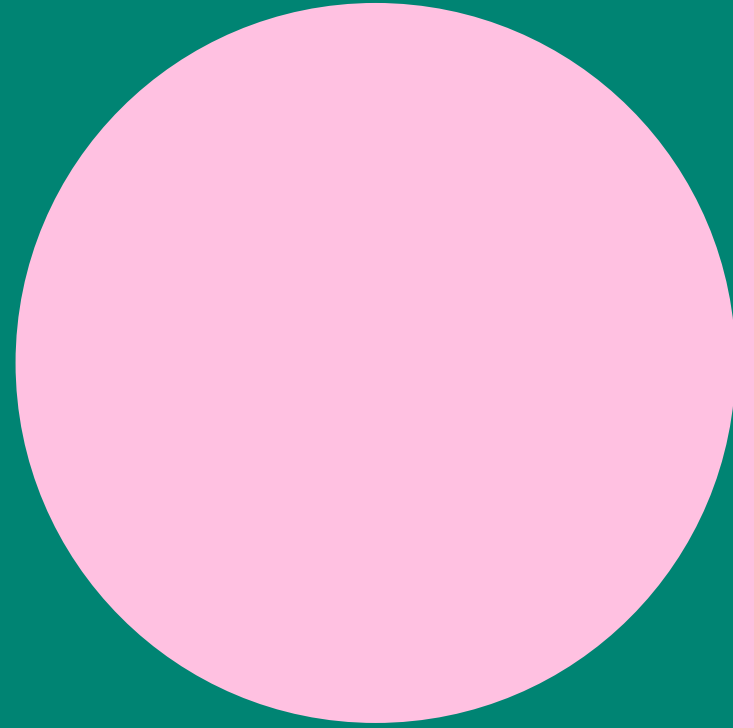
We knew nurses wanted to hear from each other, wanted to be inspired, and needed a more tangible understanding of how nurses can help fight for health equity.

So, we found someone to show them how.



[View Trailer](#)

**Why you
need to care
about this**



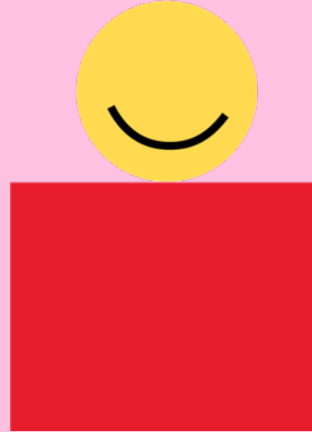
The why

In order to invest in a problem, there must be an ROI in sight. When it comes to nurse retention, the value is easy to see. There is an irrefutable economic case to improving the work environment for nurses.



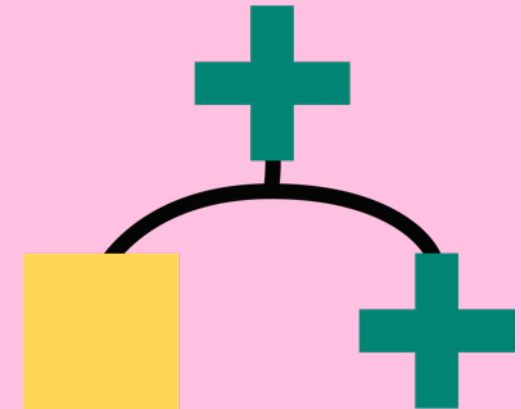
Cost

RN turnover costs a hospital between \$5.2M – \$8.1M annually



Reputation

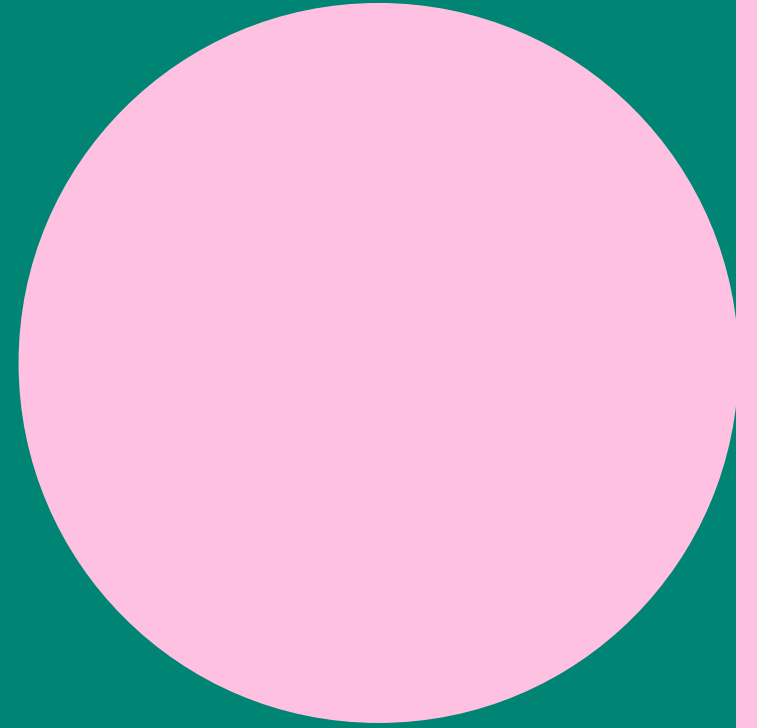
Quality of care, reputation, and capacity to treat are all affected by nurse workforce



Branding

Nurses are instrumental to delivering on mission, fulfilling commitments, and building brands and organizational strength.

**How can you
make an
impact?**



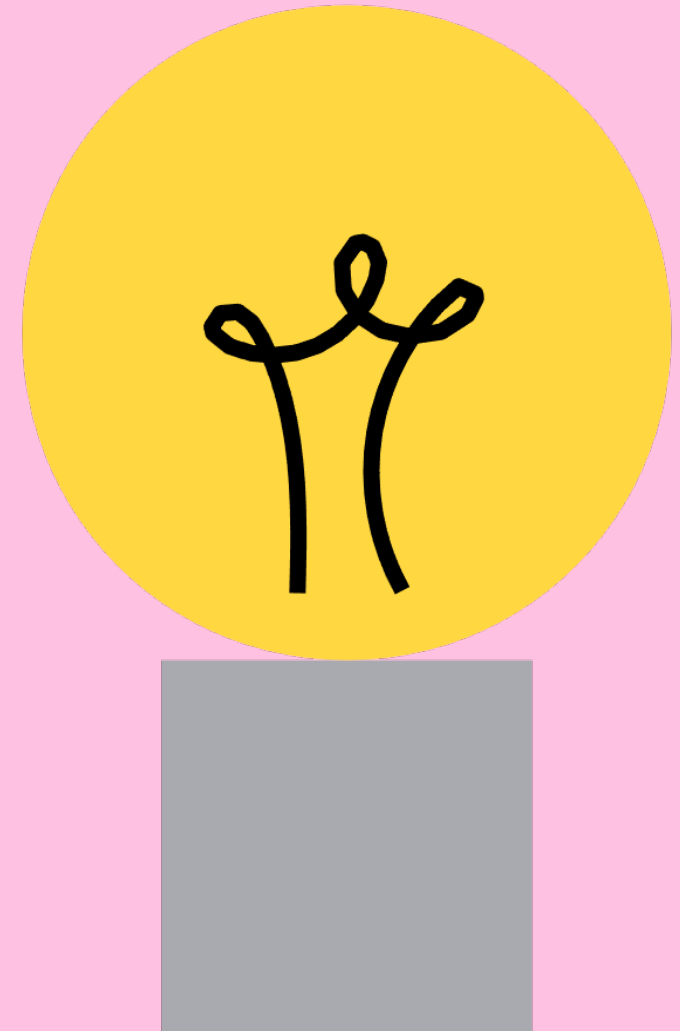
What you can do

Tip #1

Talk to your colleagues – your HR leaders and recruiters, your nurse leadership, and MOST importantly, the nurses themselves.

Ensure that you have a deep understanding of the relationship between your nurse workforce and your leadership.

Listen, listen, listen.



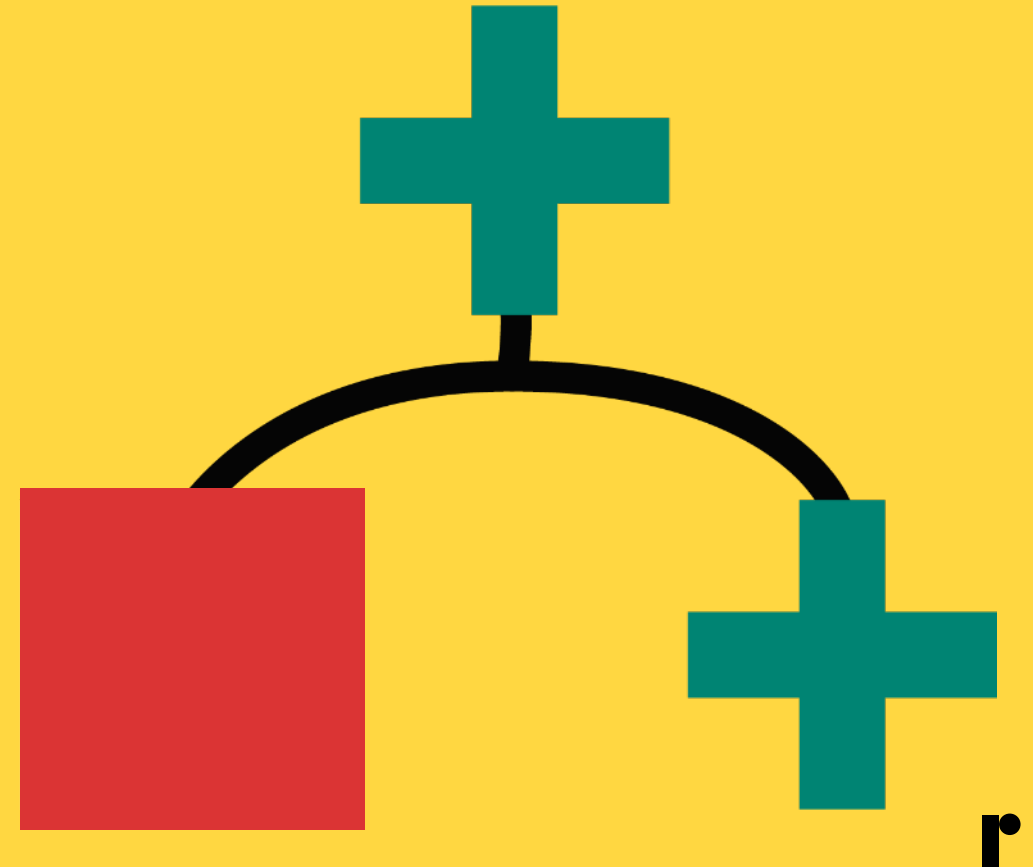
What you can do

Tip #2

Understand what your nursing workforce wants and needs and incorporate those wants and needs into the mission of your organization.

Nurses deserve to be included in the mission, and that buy-in can empower them to provide the best possible healthcare to their patients.

Include nurses in your overall mission



What you can do

Tip #4

Nurses can smell out spin and inauthenticity. They are also, as we've covered, extremely sensitive right now.

Which means you need to have your communications game at 100%.

Don't throw out empty promises – it will absolutely do more harm than good.

Don't talk the talk without walking the walk.



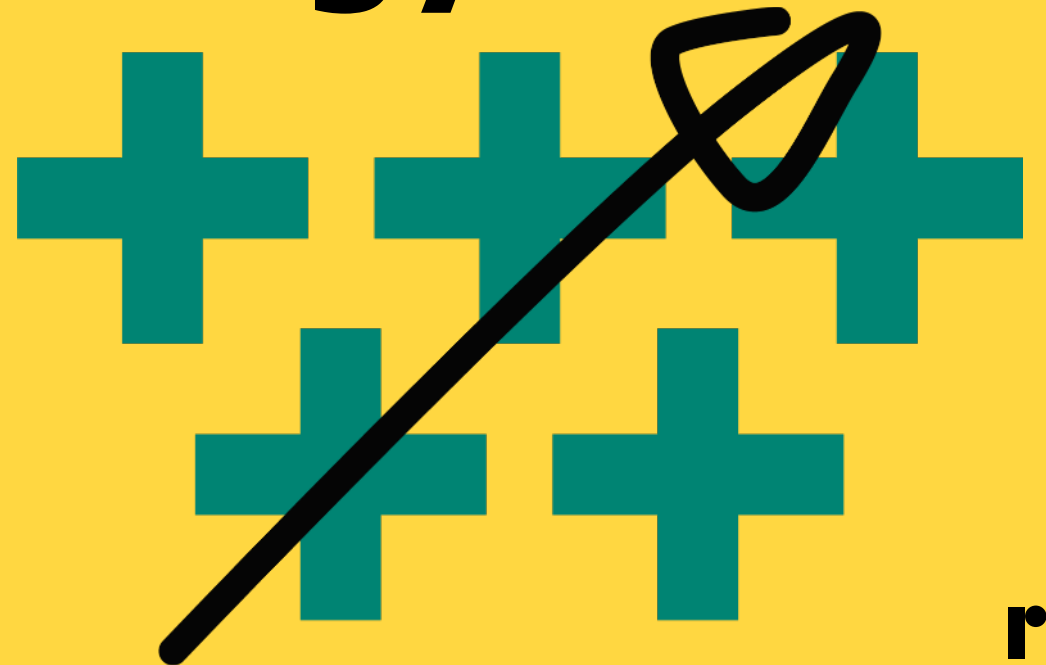
What you can do

Tip #5

When you create campaigns to bring in patients, you take the time to develop a comprehensive plan with specific goals in mind.

You should treat this process the same way.

Take a step back and develop your strategy.



Q&A

Thank you!

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forum FOR HEALTHCARE STRATEGISTS



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