

WisCaregiver Careers Recruitment and Retention Strategies

May 3rd, 2018

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Introduction to LHCC

- County owned facility with 4 Star rating
- 120 beds
- 11 LTC facilities within a 25 mile radius
- Rural setting
- NO technical program for CNA's in our county
- Partner with GTC for clinical rotations

Nurse Aide Recruitment Strategies

- Recruitment via our Website is tough – we are embedding in the County Website
- Recruitment via Indeed.com is most effective
- We do advertise in local papers, more so for community relations
- Community activities; Alzheimer's Walk to Senior Activity days. Meals on Wheels, volunteer opportunities
- Word of mouth

Hiring Strategies

- We utilize our own in house, flexible scheduling, staffing pool. \$17.00 – 19.00/hour
- Minimum requirement is 4 shifts per month, 2 must be a weekend and 2 holidays per year, one summer and one winter holiday
- Great for those folks going to school, need **flexibility** in schedule.
- Regular FTE wage is \$14.00 – 19.00/hour

Retention Strategies

- New employee orientation – 3 days before heading to the neighborhoods
- House wide Enrichment Facilitator (CNA) leads orientation, follows up with staff on the neighborhoods
- CNA Coaches interact daily with new employees for first 3 months
- Neighborhood Managers interact with new employee regularly

Retention Strategies - continued

- Every CNA has a performance goal this year to “welcome new employees. This includes mentoring. This includes making the new employee feel good about the work we do”
- Measured by: “The CNA Coach will be able to tell us about your positive interactions with new employees”.

Retention Strategies - continued

- Career Ladder: Our Scholarship fund was revised to include any type of training related to the CNA role, not just for nursing school.
 - Dementia education
 - Teepa Snow conferences
 - Leadership and team building
 - Dealing with Difficult Residents
 - CMA training

Retention Strategies - continued

- Career Ladder:
 - Brand new CNA's
 - Restorative CNA's
 - CNA Coach
 - CMA
 - Enrichment Facilitator
 - Customer Service Liaison

Staff Engagement

- Consistent staff attend resident Care Conference
- Consistent staff attend Behavior Management meetings
- Consistent staff lead small group initiatives
- Fall Huddles

Staff Engagement - continued

- Yearly Re-orientation day
- All Staff Meetings
- “I Caught YOU Caring” board
- Monthly CNA meetings
- Open Door Policy
- Consistent staffing/employees
- Monthly Pot Luck days

What helps our success?

- Teamwork
- Genuine Caring for others
- Desire to help other be successful
- Great resident population mix
- Pay and Benefits
- Staffing ratios HPPD = 4.0 – 4.25