WisCaregiver Careers
Recruitment and Retention
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Introduction to St. Mary’s Care Center

- Owned by SSM-Health - Hospital
- Non-profit
- Catholic Organization
- 184 beds
- Struggles to keep Nurses and Aides from wanting to transfer within the System (Hospital and Clinic)
- Competes with all other SNFs in Madison for Staff
Initial Staff Recruitment Challenges

- Our website is connected to St. Mary's Hospital
- St. Mary's Care Center job posts were very vague and difficult to notice
- Application process very challenging and long
- Screening process very slow
- Application time to start time may be 30 days due to the process
- No Incentives
Recruitment Strategies

- Review our ads online and simplify the process
- Offer a Staff Referral Program - paid out in increments if employee stays employed
- Offer a Sign on Bonus - paid out incrementally
- Agency buy-out of superior employees that had been working thru agency
- Face to Face meetings with all of the Nursing Students and Aide Training Classes that come on-site. Better communication between the RN Managers and the Trainees in order to establish relationships
- Mass mailing to all Aides in a five zip code area
- Held two onsite job fairs in which onsite interviews and job offers were made
- Tuition reimbursement Programs in place
- Staff getting frustrated and burned out from working overtime and with non-committed agency staff.
- Implemented an Employee of the Month
- Increased Staff Recognition with daily rounds
- Created a “Spirit Team” designed to plan special events for staff (Fun Events)
- Monthly Town Hall Meetings Held
- Open Door Policy
- Wage Review - Which is competitive
- Career Ladders available
- Increased visibility of all Leadership Staff
- Improved response time of inquiries or concerns from staff (Closing the loop)
- In the Moment Positive Feedback
- Reviewed who the “Lead” Aides were that were providing orientation
- Implemented a New Hire Feedback Form - Provide feedback regarding their orientation and mentoring
What really helped?

- Staff and Leadership Engagement helped with Retention
- Job Fairs, Direct Mailers, Sign on Bonus, Referral Bonus, and Improved Interactions with our Clinical Students that come on site.
- Agency use 117k per month, down to 50k per month. We are improving and retaining.
2017-2018 Monthly Agency Cost by Position

- RN
- LPN
- C.N.A.
- Pharmacy
- Housekeeping
Slow - But Progress