



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 on line 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

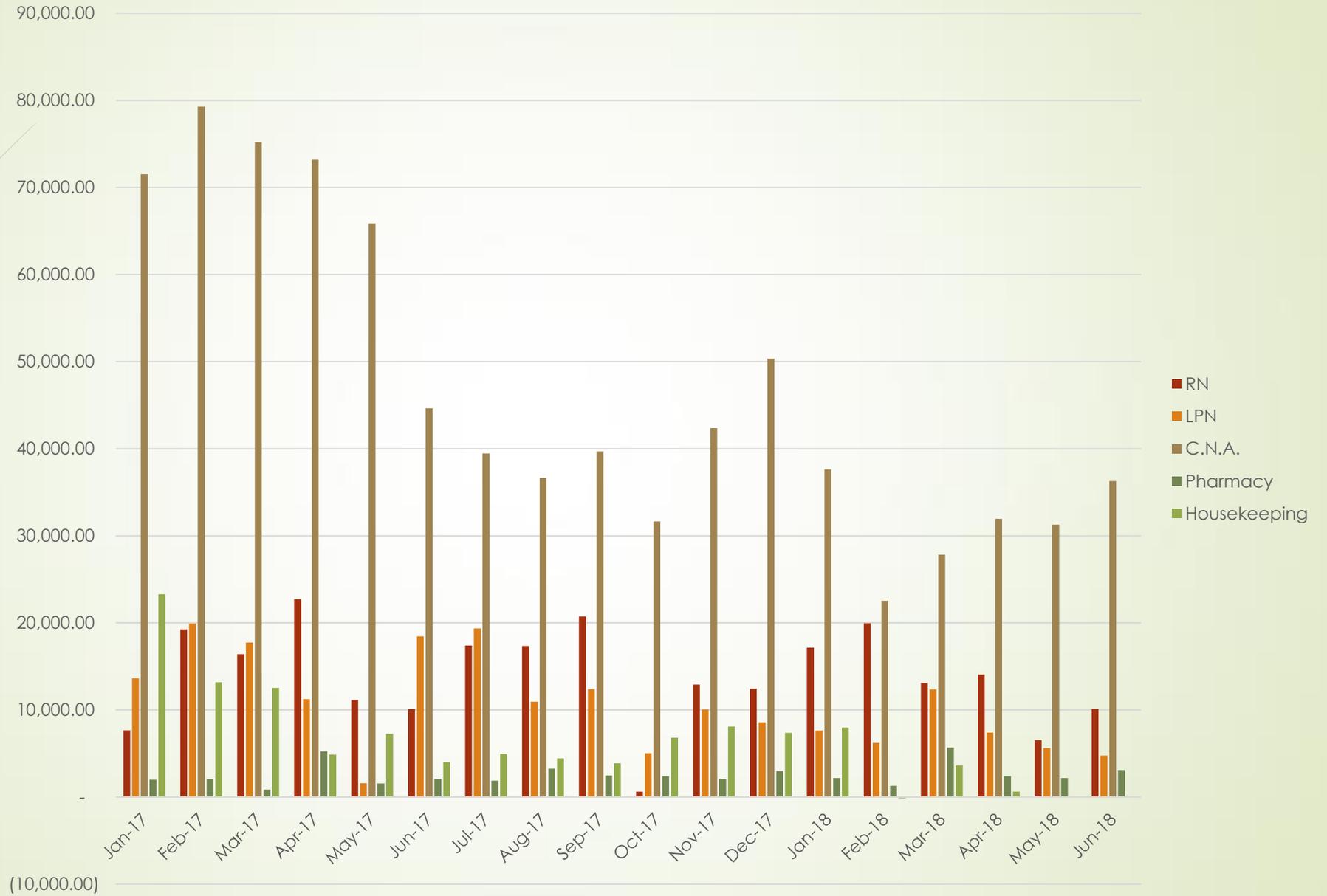
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- Staff getting frustrated and burned out from working overtime and with non-committed agency staff.
 - Implemented an Employee of the Month
 - Increased Staff Recognition with daily rounds
 - Created a “Spirit Team” designed to plan special events 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





Slow - But Progress