



7 ways to improve clinician retention in your healthcare organization.

Clinician retention has never been more important to the success of a healthcare organization. The ongoing physician¹ and nurse shortages² are making it harder to recruit, and it's a costly and slow process to replace them when they leave. Here are seven strategies healthcare organizations are using to retain clinicians and keep them happy.

1. Reevaluate compensation

High demand has resulted in rising wages for many healthcare professions. So, if your facility is losing a high number of providers, it may be time to reevaluate salaries to ensure your clinician pay is at or above fair market value. Another effective option is to offer retention bonuses. A bonus paid out after a clinician has been with your organization for a certain period of time can lessen the lure of a sign-on bonus for a new job elsewhere.

2. Focus on retention during onboarding

Onboarding should be more than just coordinating paperwork and sending them on their way. Stay in touch with your clinicians throughout their first year. Some organizations assign a clinician mentor or navigator who guides them through the pre-hire process and stays with them throughout their first year. More attention upfront can result in greater loyalty later on.

3. Survey and act on the findings

Regular employee engagement surveys can help pinpoint problem areas and weaknesses within your organization. But a survey isn't enough in itself. Follow up by meeting with team members and collaborating on action plans for improvement. Taking the next step shows you care and will hold yourself accountable for making things better.

4. Meet with clinicians regularly

Schedule time on a regular basis to sit down and hear what your clinicians have to say. This is critically important in helping you understand how your organization can best support them and improve job satisfaction. Practice active listening and be present when meeting with your teams. Don't be in a rush to propose solutions. There will be time to focus on that once you really understand what needs to be changed.

6. Build community connections

Healthcare providers – physicians in particular – can live and work nearly anywhere they want. If you want to retain them, it's crucial to help them build lasting ties in your community. The stronger the ties, the less they'll be inclined to leave. Work with your local chamber of commerce to help providers and their families integrate into the community so their job isn't the only thing keeping them there.

7. Take exit interviews seriously

Retention is best, but even a departure can give you information that can help you keep others happy and engaged. During exit interviews, try to learn why a clinician is leaving. Their answers can serve as a blueprint for improvement.

CHG Healthcare can help you find the physicians and advanced practice providers your organization needs. Call 866.588.5996 or email ecs.contact@chghealthcare.com for a consultation.

1. Doctor shortages are here—and they'll get worse if we don't act fast. American Medical Association, April 13, 2022.
<https://www.ama-assn.org/practice-management/sustainability/doctor-shortages-are-here-and-they-ll-get-worse-if-we-don-t-act>

2. Nursing shortage looms large and projected to intensify in next 18 months: report. Fierce Healthcare, April 5, 2022.
<https://www.fiercehealthcare.com/providers/nursing-shortage-looms-large-and-projected-intensify-next-year-and-half-report>