

Nearly two-thirds (63%) of physicians and nurses are experiencing feelings of burnout¹, but only 13% have sought professional help.² With alarmingly high suicide rates³ and clinicians quitting in droves⁴, it's more important than ever for healthcare organizations to focus on wellness. Here are seven ways you can make life better for your clinicians.

1. Change the mindset

There's a mindset inside healthcare that the person who works the most and gets the least amount of sleep is celebrated. Work to flip that mindset. Instead, reinforce the idea that clinicians who are physically and emotionally well provide better care for their patients. Recognize clinicians who are rigorous with self-care and express concern to those who don't take enough time for themselves.

2. Take a systemic view

Burnout isn't an individual problem that clinicians can solve themselves. Instead, focus your organization's wellness efforts on systemic improvements that support clinician wellness. While an individual's efforts can reduce the symptoms of burnout, initiatives that improve practice efficiency and address the root causes can actually prevent burnout in the first place.

3. Support clinician wellness from the top

Clinicians need to hear directly from the top levels of leadership that self-care and wellness are a priority, and they need to hear it regularly enough to believe it. Build a constant stream of communication that self-care isn't selfish; it's required. If you can convince clinicians you don't just care about them as an employee but as a human being, they will be more likely to thrive and want to stay.

4. Ask clinicians what they need

Get input directly from the people you are trying to help. Consider forming a wellness committee or enroll champions from each department to encourage more open communication around wellness. Employee wellness surveys can help you identify trouble spots and direct resources in a targeted manner. Then resurvey regularly to identify trends and track your progress.

5. Make it easy to access support

Clinicians are notoriously reluctant to seek help.⁵ Work to simplify and improve access to mental healthcare services for clinicians. Create a hotline that a clinician or their family members can call for a warm handoff to mental health services or offer a hub of wellness resources on a variety of topics related to their well-being, such as financial, emotional, mental, and physical health.



6. Offer peer coaching

Trained peer coaches are often uniquely positioned to help a colleague in distress. A clinician in crisis may be more willing to reach out to a colleague than a benefits program. Peer coaches who are trained and prepared can help connect them to professional resources that can help. Peer support groups are also helpful for clinicians who have experienced traumatic events or bad outcomes.

7. Develop wellness champions

A professional wellness team isn't usually big enough to look out for the needs of an entire organization. Instead, have your team train wellness champions in every department. They may not be behavioral health experts, but they can learn how to show empathy, have difficult conversations, and be well versed in available wellness resources.

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