



The Retention Pyramid

Presented By: Alan DeVaughn, Kristine Eagen, Melissa Fraley, Marcus Gauthier, Traci Potter, Breana Wallace, and Trisha Watkins



Objectives

- Discuss information, insight, and tactics organizations can use to retain talent in the healthcare workforce
- Apply Maslow's concepts to the healthcare workforce
- Share the learning experience of the Leadership Academy
- Share the data obtained from surveyed workforce

Why do YOU stay?





What Brought us Here today

LeadingAge Michigan received a \$5.1 million grant from Michigan Department of Health and Human Services to research on the workforce in Michigan nursing homes due to the impact of COVID-19.



*LeadingAge*TM
Michigan

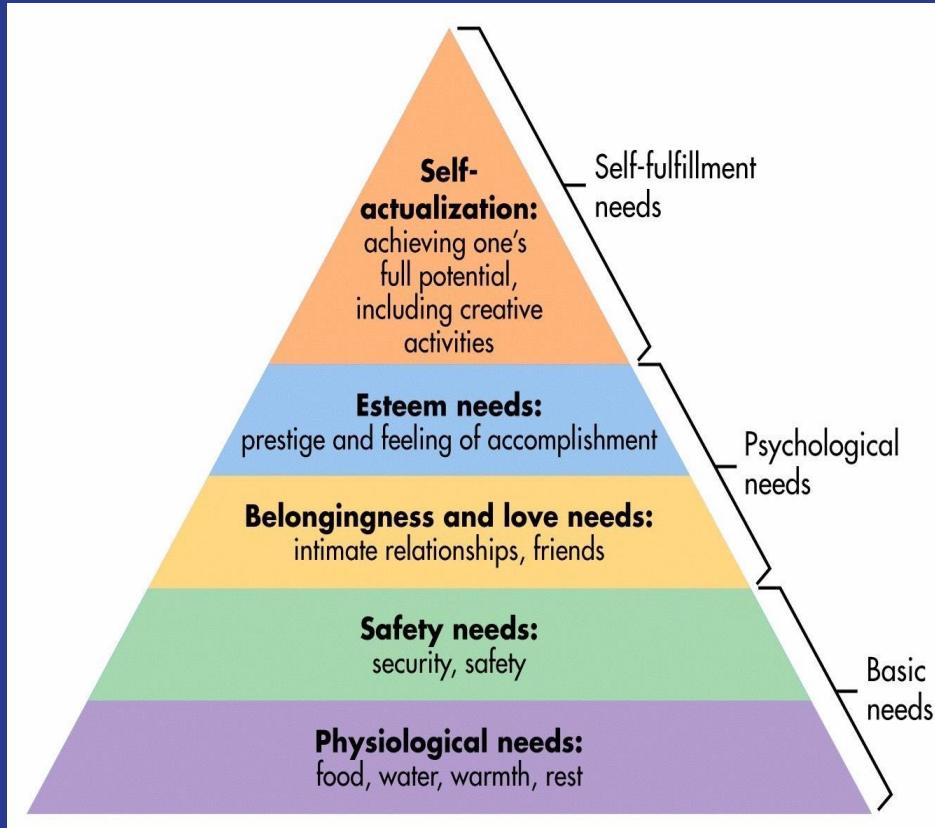
WeCare Connect™

Healthcare Battle with Staffing

Healthcare is a labor intensive job physically, mentally, and emotionally. With the COVID pandemic staffing has been even more challenging. Healthcare workforce retention has become the largest challenge in Long-Term care settings. “Worldwide, there is a shortage of regulated nurses (including registered and licensed nurses) due to the aging population and associated increase in chronic conditions as well as low entries into nursing education, high turnover, and early exit from the profession” (Zuniga, et al, 2019).



Maslow's Hierarchy of Needs



Maslow's Hierarchy





Survey of 5 Michigan Communities



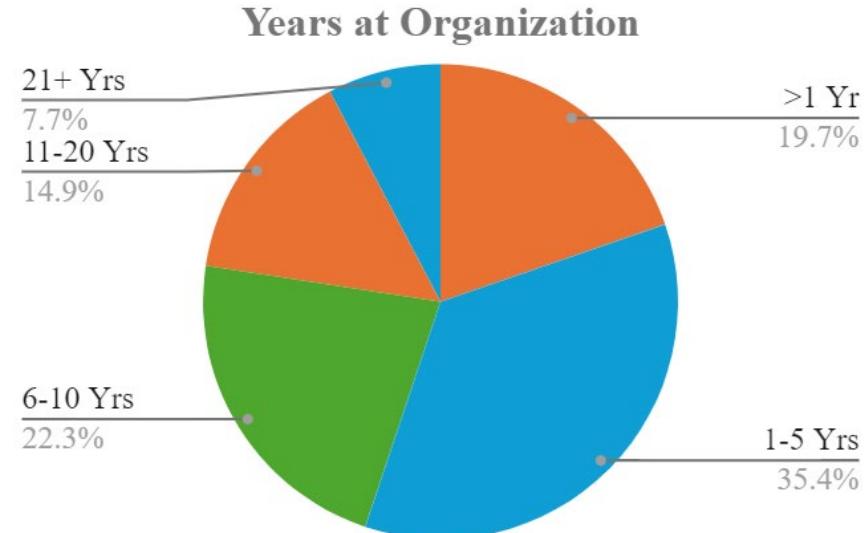
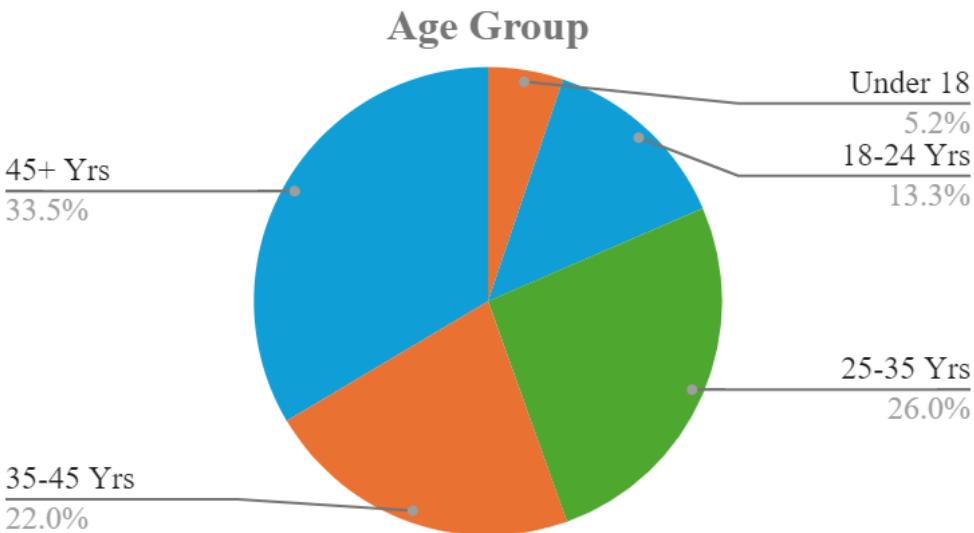


Brainstorming the Survey

- What is important to our teams?
- How many questions do we ask?
- Who do we include in survey?
- How do we gather the data?
- What do we do with the data?

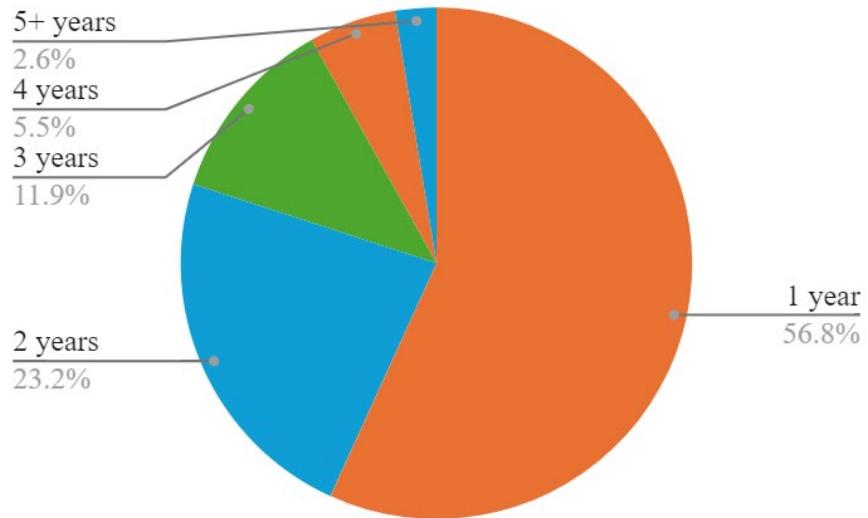


Results of Survey

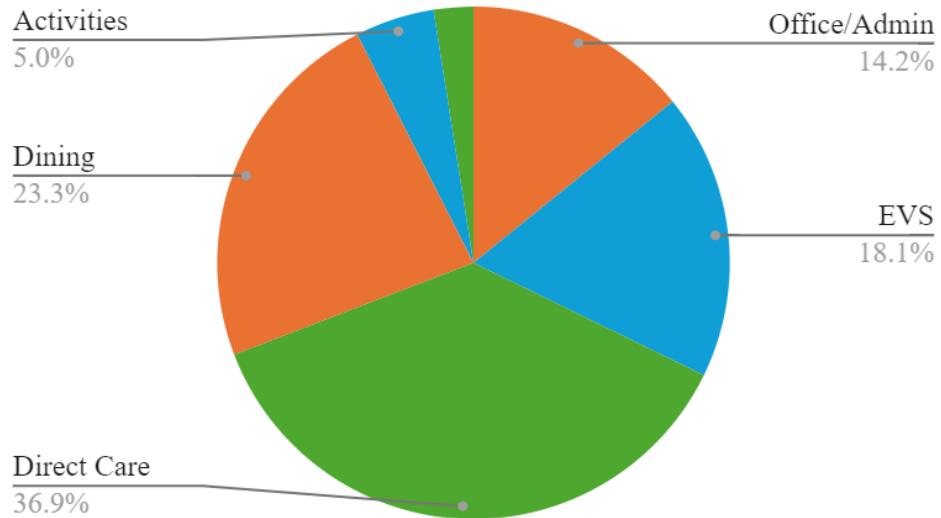


Results Continued

Organizations Worked for in Last 5 Years

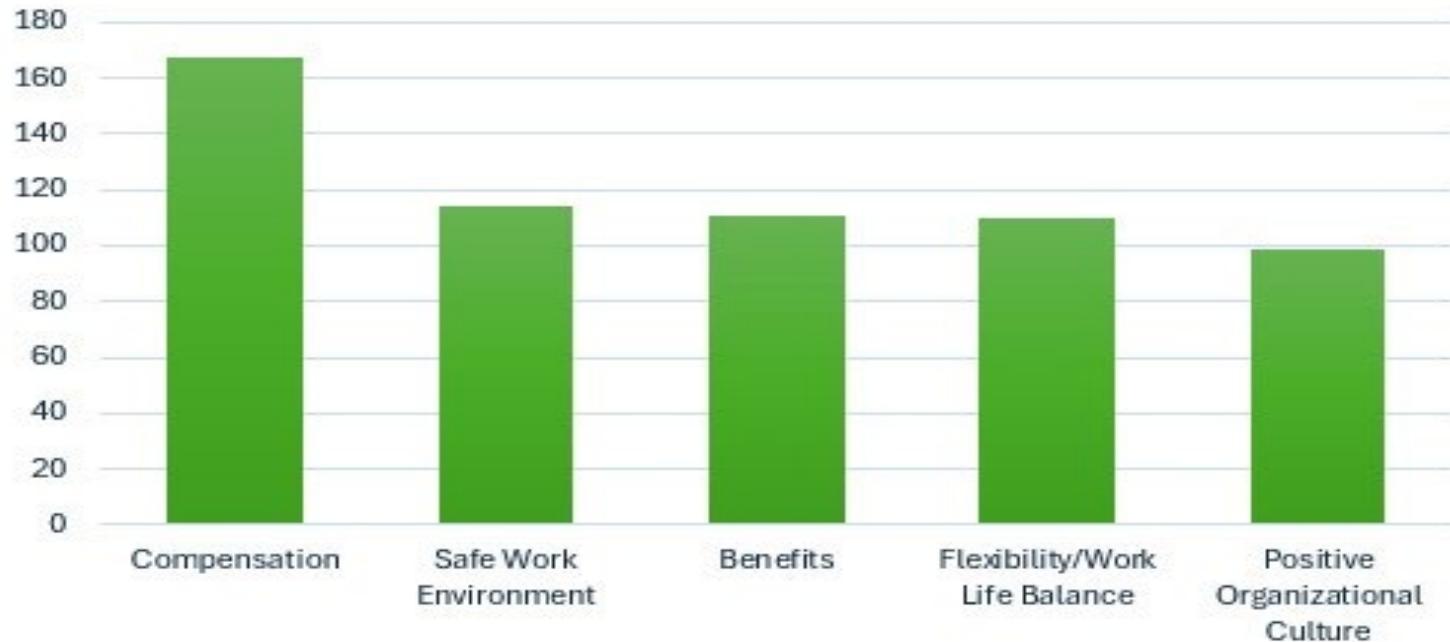


Current Position



Results Continued

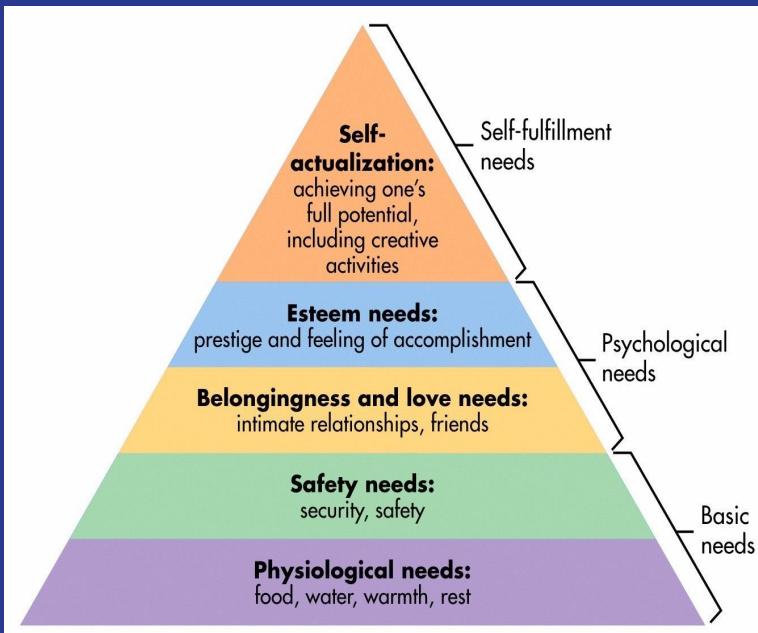
Top 5 Important Work Factors Survey Results





Results Continued

Survey Results vs. Maslow's Hierarchy



Maslow



Retention Pyramid

Investment

- Fearful of work environment-provide them security (training/alarm systems/ drills/ education/staffing levels)
- Benefits- team members look for stability long term. They want reassurance that their organization will physically insure them as well as assist to get them to their long-term goals (retirement)
- Flexibility- life hits everyone hard, show grace, be flexible. Long-term care is 24hrs create the unusual schedule to invest in the right person
- Culture- They stay forever because they enjoy it, not the paycheck but the laughter/relationships and memories



*Continue to invest in your team because they
invest in your residents.*

ANY QUESTIONS????

References

Maslow, A. (1943). *A Theory of Humans Motivation*. Mansfield Centre, CT: Marino Publishing

Michigan Business Network. (2023, November 27). *LeadingAge MI Lauches Statewide to Retain and Attract Nursing Home Staff*. Michigan Business Network. <https://www.michiganbusinessnetwork.com/blog/leadingage-mi-launches-statewide-to-retain-and-attract-nursing-home-staff>

Zuniga, F., Chu, C., Boscart, V., Fagertun, A., Gea-Sanchez, M., Meyer, J.,...McGilton, K. (2019). Recommended Common Data Elements for International Research in Long-Term Care Homes: Exploring the Workforce and Staffing Concepts of Staff Retention and Turnover. *Gerontology & Geriatric Medicine*, Vol5: 1-8. DOI: 10.1177/2333721419844344