

The Road to Clinician Satisfaction

A Guidebook For

Home Health & Hospice




brightree®



To improve clinical retention, you must first reach clinician satisfaction.

With turnover rates at an all-time high, this is one of the most important areas your organization will need to focus on in order to enjoy long-term success.

Reaching the peak of clinician satisfaction goes beyond compensation and shorter workdays. From the moment you hire clinicians, their satisfaction requires continuous focus until the day they retire – and it all starts with recruitment. But when the right steps are taken, your organization can come to a place teeming with staff who take pride in their jobs, deliver improved performance, and stay engaged with your organization for the long haul due to true work-life balance. This place exists, and Brightree knows the way.

Your Map to Clinician Satisfaction

While many agencies strive for clinician satisfaction, many don't realize that it goes hand in hand with your EMR. It is a destination, and your software is your vehicle. Like any car aficionado knows – **the better the car, the more efficient your trip will be, and the more exhilarating the journey will be.**



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Recruit



Retain



Reward





Recruit

Recruitment is **an important stop along the road** to clinician satisfaction, but it can be tough to navigate. This is because home health clinicians are notoriously difficult to hire due to a rapidly growing industry.

These tips will help ensure long-term employment:

Be Picky:

First and foremost, you don't want just any clinician. You want top qualified individuals who will provide stellar patient care.

Independence Is A Good Sign:

Those who work well on their own will not only succeed, but will also enjoy home health and hospice.

Technology As A Priority:

Talk about technology in the interview process. Gaining an understanding of the candidates' comfort level and experience level is key. Most people have used an EMR in today's healthcare environment, which allows you to use the benefits of your technology tools as a differentiator.

Look At Experience & Background:

When looking at multiple candidates, consider the pros and cons of making experience a priority. While the nurses you choose should undoubtedly have experience in home health and hospice, medical-surgical or critical care experience is a plus – especially when it comes to critical thinking skills. In contrast, new graduate nurses often struggle, mostly due to the independence required of the job. So, if you choose to hire a nurse straight out of school, expect to provide extra hands-on training and support.

There's No Owner's Manual for Navigating the Nursing Shortage

Many factors play into the nursing shortage, which is only expected to get worse in the coming years. Some of these factors include:

- An aging population: By 2030, the number of senior citizens in the U.S. will increase by 75% to 69 million, and to 88.5 million by 2050 – putting the patient-to-clinician ratio out of balance
- A climbing number of chronic diseases
- Retirees: With an aging population comes aging nurses – an estimated 700,000 nurses will leave the industry by 2024
- Unlimited career options for women: A female-dominated industry, nursing saw its largest boom of registered nurses before the 70s, when career options for women were limited
- Insufficient education: With a retiring workforce of expert teachers and limited faculty and classroom space, nursing colleges are unable to keep up with the demand – almost 80,000 qualified applicants were turned away from nursing programs in 2012 alone
- By the year 2022, health care employment is projected to increase by 28% – making the job market even more competitive
- With the Affordable Care Act, millions of newly insured individuals are navigating the healthcare market



BRIGHTTREE: YOUR ROADSIDE ASSISTANCE

We can help you prepare for your journey toward clinician satisfaction.

MADE BY CLINICIANS, FOR CLINICIANS

This fact alone will let clinicians know that they come first in your home health organization, setting you apart from other agencies that do not prioritize workload efficiency.

If clinicians feel they are a priority in your organization, they are more likely to feel motivated. Many of our features were designed to put clinicians first, including our iPad point-of-care app. Here are a few features:

- Dashboard for customized organization:
 - a. See your day in a glance, with daily visits at your fingertips
 - b. Task lists are always in plain view, so nothing gets missed
- Easy documentation:
 - a. Ideal for reducing “homework” and improving work-life balance
 - b. Self-scheduling helps keep clinicians compliant by never scheduling without an order, as well as moving visits outside of frequencies or certification periods.





Retain

You have officially recruited quality clinicians, now you need to keep them around. This is the longest part of your journey. With such a long road ahead, it's important to remember: **Enjoy the little things.**

Don't be afraid to stop and review your organization's processes, curate what works and what doesn't, and most important – remember that, similar to most successful initiatives, retention starts with the leaders of your organization.

Communicate:

If something is being done well, done wrong or needs to change – talk about it. There's no such thing as over-communication. In fact, we have an entire app dedicated to doing just that. Brightree® Communicate is a free mobile app, specifically designed for Brightree users, that streamlines HIPAA-compliant communication between your back office and clinicians in the field. You are even able to attach these secure communications to the record, if necessary.

Prioritize:

Take a step back and look at the list you have given these roles over time and determine which ones do not need to be completed by a clinician. Look at options where technology can assist, or centralized processes, such as scheduling or a triage staff nurse at the office.

Stop When Needed:

Does something need to be addressed, analyzed or discussed? Don't ignore it, even if there's not much time in your schedule. Always make sure to "pull over," never missing a single opportunity to fine tune your organization into a better work environment.

Maintain:

Just like patching tires or changing oil, maintaining your organization is a crucial part of retaining your clinicians. This means ensuring your software evolves with the industry and arming your clinicians with the tools they need to maximize performance.

Set Clear Goals:

Setting goals and giving ownership to your clinicians will not only motivate them to keep striving, but it will also help to establish your expectations.

Education & Development:

By continuing to educate your staff and develop their skills, you are empowering them and giving them more pride in their careers and themselves.

Flexible Hours:

Like others in the workforce, clinicians have families. This is why the hours of work are a huge determining factor in whether they come on board, and whether they stay.



A Gap in The Road

At over 60% in 2014, nurse turnover is higher than ever – and it can cost your organization. The estimated financial loss for each position left is \$25,000 to \$65,000. How do we close this gap?

BRIGHTREE: YOUR ROADSIDE ASSISTANCE



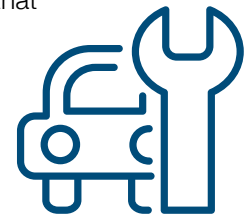
Our software will help you maintain a steady pace on the road to clinician satisfaction.

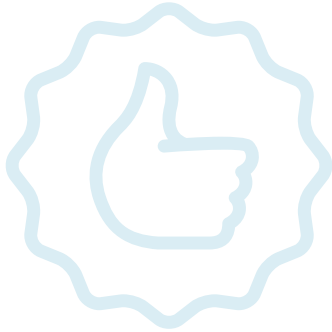
DIGITAL HOME HEALTH

With Brightree, home health is more than just a healthcare sector – it is completely connected care, with both the patient and clinician in mind.

If clinicians have the tools they need to be successful, they are more likely to continue striving for that success. Brightree technology features many tools to simplify the roles of clinicians, here are two.

- Integrated best practices supports accuracy and compliance
- Untethered app allows documentation anytime, anywhere – no internet needed





Reward

You have recruited quality clinicians and kept them onboard, achieving long-term success within your organization. Now what? Reward them, **not only with incentives that show your appreciation**, but also with confidence in themselves and in the work they do for you.

This will result in happy clinicians and will positively reflect on your organization.

Give Them A Voice:

Those in the field are likely to have great ideas for what can better your organization. Schedule feedback sessions and listen to what they have to say, giving them a sense of ownership in the work they do for you.

Invest In Them:

Technology is not only an investment in your organization, but also in your clinicians. Your software should work for your clinicians – making their jobs easier, creating less after-hours homework, and putting more focus on the patient. Communicate this to them so they understand their value.

Foster Leadership:

Your top clinicians know what it takes to be the best. Use that talent to recruit new clinicians by giving them the opportunity to assist in recruitment efforts.

SATISFACTION

All Roads Lead to



When you approach your hiring process with intention, and continue being dedicated to your staff long after on-boarding,

You will find success.

- The #1 reason employees leave is because of a poor relationship with their immediate supervisor.
- 88% leave because of the culture or poor management (while 89% of managers believe employees leave for more money).
- 43% do not feel valued by their employers.

Rewards to consider:

- Compensation
- Benefits
- Bonuses
- Regular salary increases
- Paid tuition
- Mentorship
- Workday scheduling flexibility
- Advancement opportunities



BRIGHTTREE: YOUR ROADSIDE ASSISTANCE

Clinician satisfaction is the destination, and Brightree can help get you there.

THE GAME-CHANGER

At the core of Brightree is coordinated patient care – the future of home health and the ultimate technology for clinicians in today’s home health environment.

If clinicians are rewarded for their performance and loyalty with tools to make their jobs easier, you are treating them as exactly what they are – the core of your organization.

The benefits of an intelligent system:

- Reduced QA workloads
- Real-time communication for quicker and more accurate documentation
- Reduced after-hours work
- Reduced time organizing daily tasks
- Reduced time fixing inaccuracies
- Reduced time coordinating care



Your Final Destination

You've arrived at the corner of decreased turnover rates and increased performance – a magical place where even the most dissatisfied clinician can transform into your highest-performing employee.

Brightree can help take you there.

References:

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For more information or to request a demo,
please visit www.brightree.com/consult or
call us at **1.888.598.7797**.