

# Reputation

## Why Healthcare Needs to Focus on Employee Experience

**55%**

of front-line healthcare workers have experienced workplace burnout.<sup>1</sup>

**69%**

of providers aged 18-29 are burnt out.<sup>1</sup>



★★★★★

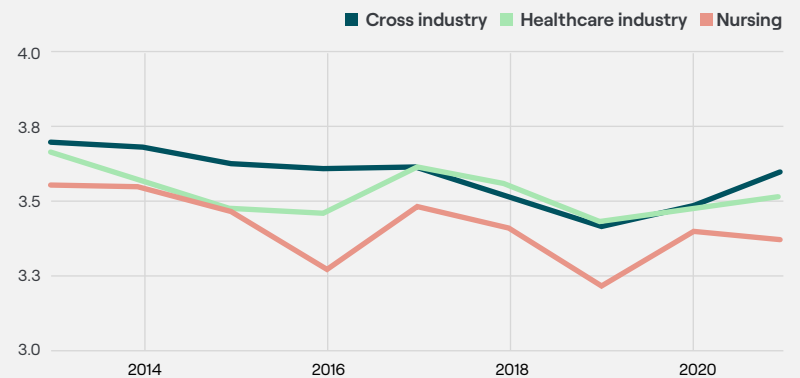
**3 in 10**

nurses specifically are considering leaving.<sup>2</sup>

## Why Is The Voice Of The Employee Important?

Our 2022 Healthcare Reputation Report found that overall employee sentiment for healthcare as a whole is lower than in other industries – it’s even lower for nurses specifically.

Avg. rating of employee reviews over time



Listening to your employee experience data not only helps you improve hiring and retention rates, but also has a direct impact on your patient experience.

**4.6x**

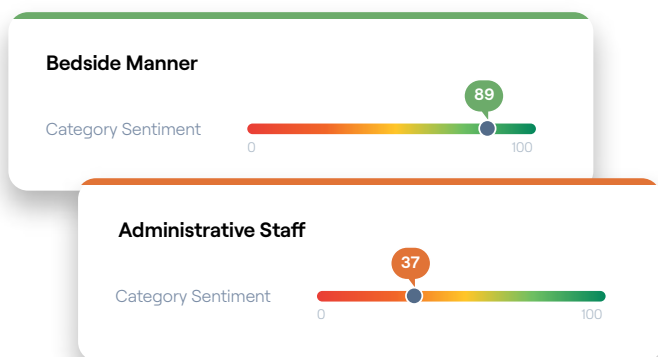
Employees who feel their voice is heard are 4.6 times more likely to feel empowered to perform their best.<sup>3</sup>

## Happy Healthcare Professionals = Happy Patients.

In our 2022 Healthcare Reputation Report, our analysis of patient reviews revealed what a difference happy employees make to the patient experience.

**BIGGEST POSITIVE** Bedside Manner

**BIGGEST NEGATIVE** Ratings of Administrative Staff



### Sources

1. Washington Post/Kaiser Foundation Poll
2. McKinsey & Company
3. Forbes

## 4 Ways To Improve Your Employee Experience

- 1 Keep your employees engaged.**

According to Gallup, teams who score in the top 20% in engagement have more than a 40% reduction in absenteeism and 59% less turnover. Engaged employees are more likely to show up to work and provide safer and better quality care. This will translate into happier patients who want to return to your practice.
- 2 Make sure your employees feel heard.**

When employees take the time to give you feedback, return the favor by letting them know you're not only listening, but you're going to do something about it. They want to know you care.
- 3 Celebrate wins.**

According to SHRM, companies with employee recognition programs saw a 63% increase in employee productivity and a 51% increase in retention. Recognize your employees! Consider engaging with them on social media to spur conversation, celebrate wins, and strengthen your brand's online presence.
- 4 Monitor your employee feedback to avoid burnout.**

Watch for sentiment trends and volume with a survey solution during particularly stressful times for your healthcare practice. Quickly implement solutions, create preventative measures, and execute new strategies to retain employees.

Learn more about state of the healthcare industry in our [2022 Healthcare Reputation Report](#) →