There is a new dynamic in attracting nurse talent that goes beyond pay, benefits and schedule flexibility, turning the focus of talent attraction

INSIDE OUT

It starts with your
EMPLOYEES

Past and **present**. **Full-time** and **contingent**. **Happy** or **disgruntled**.

Over half of nurses say the first thing they do when looking for a job is..............
TALK TO PEOPLE.
who have worked there.

Your workforce is trusted with **68%** of nurses saying it's who they trust most when forming an opinion about a hospital or medical group.

Your workforce is powerful and is being magnified by technology.

This all makes your
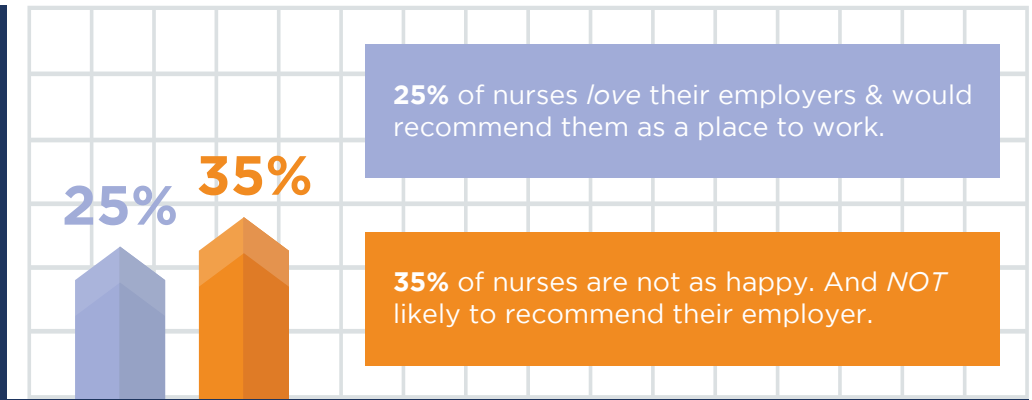## WORKFORCE
your most important talent attraction tool.

What are they talking about?
Your organization's reputation: **80%** say reputation is important in deciding where they want to work.

So, what are your employees saying about you?

We asked nearly 2,000 nurses...

25%

35%

25% of nurses *love* their employers & would recommend them as a place to work.

35% of nurses are not as happy. And *NOT* likely to recommend their employer.

55%

And the rest? They're on the fence. And the reason? Over 55% say cultural environment and leadership play a key role in why they tell other nurses...

It's a GREAT place to work:

"Great teamwork"

- ✓ "I feel listened to"
- ✓ "I have the tools and support to do my job"
- ✓ "Approachable and supportive management"
- ✓ "Leadership is focused on quality care"
- ✓ "Great pay. Flexible schedule."

OR it isn't:

"Punitive culture"

- ✓ "Disorganized leadership"
- ✓ "Unwilling to address nurse's concerns"
- ✓ "Outdated equipment and procedures"
- ✓ "Not enough supplies, support and education"
- ✓ "They don't back their nurses"

And just as important as understanding **what attracts them** to an organization is **what keeps them** there.

55% of nurses want to stay in their job

45% are at risk for turnover

COSTING EMPLOYERS NEARLY
$78 billion

What retains nurses? Once again, its employees that make the difference staring with leadership – the largest driver of retention. However, leadership ranked lowest in terms of nurse satisfaction.

In today's digital, transparent world the lines between internal and external are blurred.....

Nurses have access to the "inside scoop" on your culture and what it's like to work there, trusting it more than any other resource.

What kind of culture do nurses want their leaders to create? One that...

Focuses on Quality Patient Care

96%

Delivers Transparent Communication

94%

Fosters Team Collaboration

94%

and really listens to what their employees have to say

Take a look around...talent attraction starts from the

INSIDE OUT