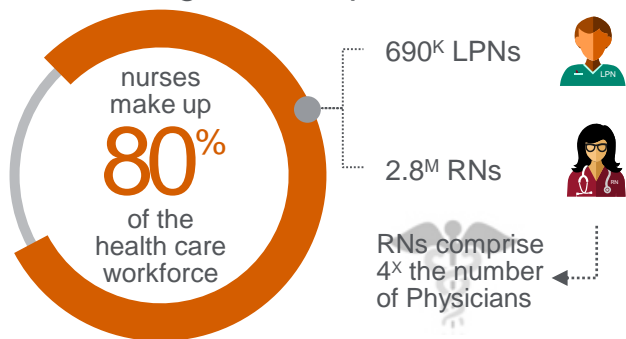
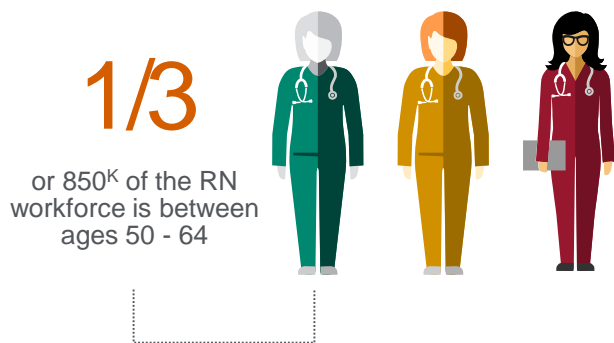


Insightful Headline for ABC Company

The Nursing Landscape



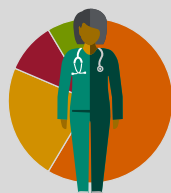
Recent turn-around in the nursing shortage



Regional variation



Turnover & home health care



HHC workers are more diverse and a high proportion are at or below 100% of the poverty level

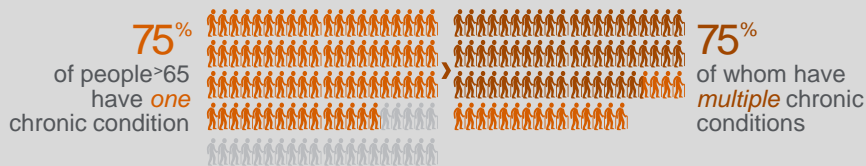
Pay, the nature of the work, lack of career mobility, injury/ health issues, emotional exhaustion, and job dissatisfaction, all contribute to **turnover**



AGE
affluence

Those workers who stay are more affluent and are older

Challenges & Opportunities



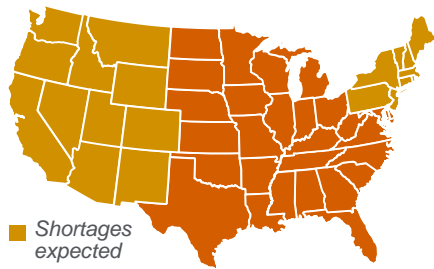
How can we address the shortage challenges?

- 1 Use the *current* workforce more efficiently and effectively
- 2 Retain older and more experienced RNs
- 3 Expand the size of the workforce

**BETTER TRAINED
nurses
DELIVER BETTER
outcomes**

more on the back...

Relevance to ABC Co.



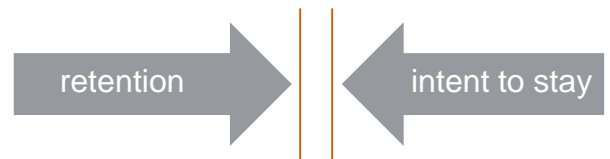
Several of your locations remain impacted by the nursing shortage



Casual/ part time workforce introduces special challenges. How do you create loyalty?



Build **strong clinical, business & technical acumen** to meet the needs of an ever-increasingly complex population and system of care



gap

In knowledge about retention and intent to stay in Home Health Care workforce

Call to Action

1



Get a handle on workforce data

2

Drill down into VS findings to identify drivers and root cause



3

Conduct focus groups to collect qualitative insights



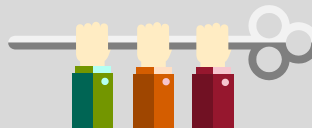
4

Address unmet **self-care** needs in staff **AND** caregivers



5

Partner with academia to influence workforce preparation



6

Bolster skills



clinical | business | technical

7

Evaluate **leadership** talent



8

Explore strengthening extended **resources** with caregivers

9

Deploy robust **preceptor** and **mentorship** programs

