

## Empower, Engage, Excel: Strategies for Long-Term Care Recruitment and Retention

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- CEO of The Stress Blueprint | Scientist
- Stress Management, Emotional Intelligence, and Leadership Expert
- Creator of Blueprint Empowerment Circle
- Author of *SHAPE Your Life: 5-Step Blueprint for Sustainable Stress Management*
- International Certified Trainer and Coach
- Host of Stress Blueprint Podcast



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## Centers for Medicare & Medicaid Services

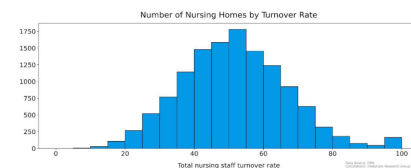
- In April 2024, finalized minimum staffing standards for long-term care facilities to enhance resident care quality.
- Standards mandate that each resident receives at least 3.48 hours of care per day, comprising:
  - **Registered Nurses (RNs):** 0.55 hours (approximately 33 minutes) per resident per day.
  - **Nurse Aides (NAs):** 2.45 hours (approximately 147 minutes) per resident per day.
- Additionally, facilities are required to have an RN on-site 24 hours a day, seven days a week.



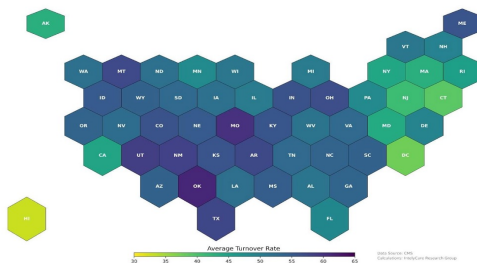
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## Staff Turnover in Long-Term Care Facilities

The Average Nationwide Turnover at Nursing Homes is ~52%



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## Implications of High Turnover on Quality of Care

- Pressure ulcers
- Weight loss, dehydration, and inadequate care
- Use of restraint
- Infections
- Pain management
- Independence in activities of daily living
- Inappropriate use of antipsychotics
- Mortality rates



NURSA, 2023

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## Average Cost of Turnover

• **\$33,900 to \$58,300**



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## Direct Cost

- Separation
- Vacancy
- Replacement
- Training & Orientation
- Increased worker injuries

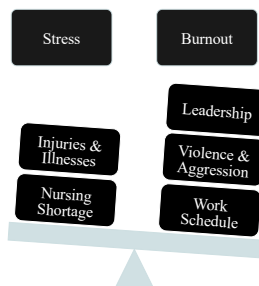
## Indirect Cost

- Lost productivity
- Reduced service quality
- Loss of revenue
- Reputation
- Culture



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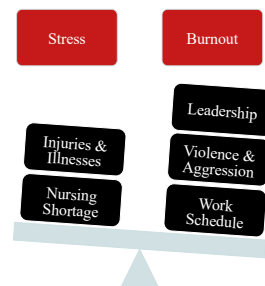
## Causes of Turnover



Holliday, M. (2021)

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Holliday, M. (2021)

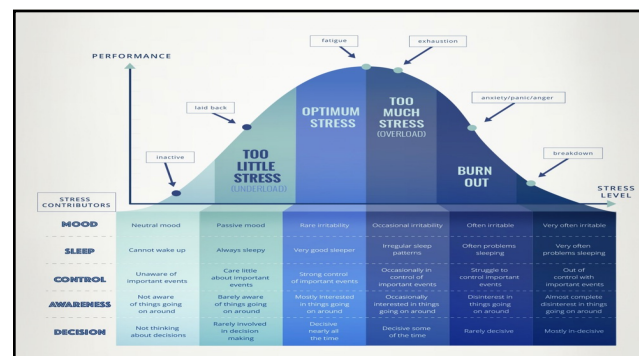
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## Stress in America 2022

- **83%** of US workers suffer from work-related stress, with **25%** saying their job is the number one stressor in their lives.
- About **one million Americans** miss work each day because of stress.
- **76%** of US workers report that workplace stress affects their personal relationships.
- More than **50%** of workers are not engaged at work as a result of stress, leading to a loss of productivity.
- Companies spend around **75%** of a worker's annual salary to cover lost productivity or to replace workers.



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### Causes of Turnover



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### What is Leadership?

...is a set of behaviors used to **help people** align their collective direction, to **execute** strategic plans, and to **continually renew an organization**.

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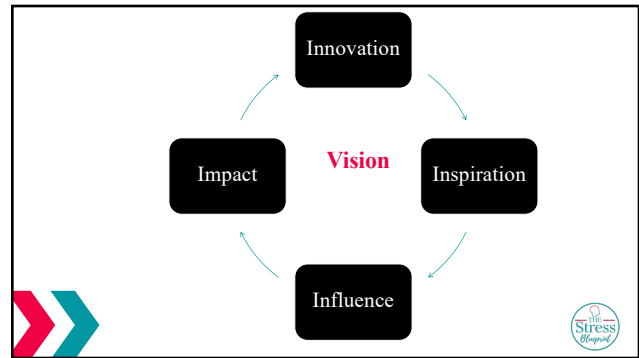
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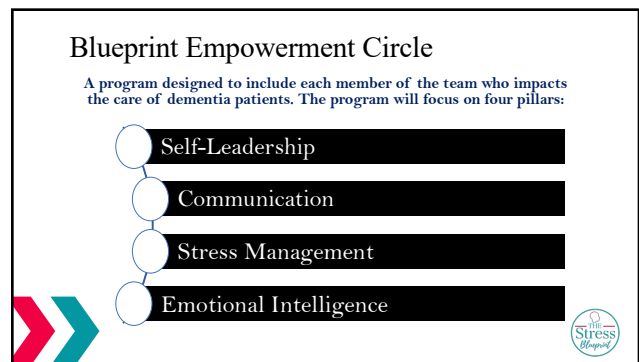
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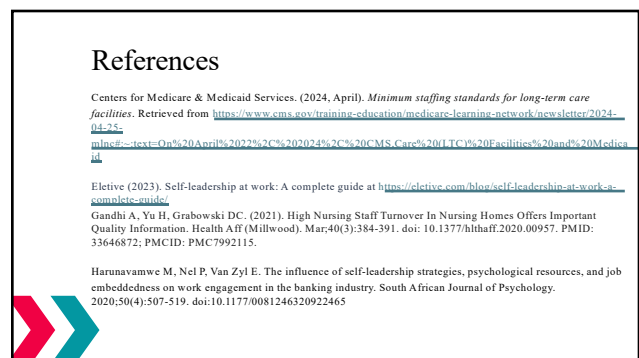
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