

Re-invigorating Your Workforce

The pandemic tide has turned. But is it too late for exhausted healthcare workers who barely kept their heads above water over a long 12 months?

In early 2021, some **40 percent of healthcare workers were considering or planning to leave the industry**, according to a national survey by Jarrard Inc. Today, brain drain and manpower losses are real concerns. And so is a decline in care quality—a very real consequence when the remaining workforce feels overwhelmed and disengaged.

To help in recovery, you need a focused effort to restore a shared sense of purpose, confidence and powerful human experience that comes with being part of your mission-driven organization.

We can help.

Armed with custom engagement planning and tools, our experienced strategists are partnering with healthcare providers across the country to address and recover from the pandemic's sustained trauma to their teams.



Reconnect, Renew and Reclaim

Healing doesn't happen overnight. However, we can achieve measurable results in 180-days through a three-step approach to reconnect by actively listening to all members of your team, to renew commitment to your workforce by developing resiliency skills and to reclaim your future together.



Dive Deep into Listening

Customized surveys and listening sessions with employees and physicians provide baselines on the current state. We use this intelligence to develop an engagement roadmap unique to your key internal audiences.



Guide Working Sessions

Engagement workshops we facilitate for your directors and managers help reinforce and develop active listening and empathy skills critical for revitalizing your team.



Execute Targeted Campaign

The resulting, comprehensive re-engagement effort will involve employees in meaningful action to move forward, aligned in purpose.

A Re-engagement Roadmap



RECONNECT

Gauging Where Your Employees Are Today

Partnering with your team, we will develop and deploy:

- » **Surveys** to assess how employees are feeling. Questions will explore their outlooks and personal lessons learned from the pandemic while providing input into how you can help them succeed.
- » **Listening sessions** to add more qualitative data to our engagement planning and give us a better sense of what employees need to hear today.
- » **An interdisciplinary strategy session** with leaders from communications, HR and operations covering what we've learned, upcoming major initiatives and ongoing engagement opportunities that will inform our engagement plan.



RENEW

Developing Skills to Prepare for What's Next

Leveraging key findings from the listening above, we will facilitate and design:

- » **Engagement workshops** for your managers, directors and above to help reinforce and develop skills needed to renew and support your workforce. We will also test engagement ideas and equip leaders with messages their team members need to hear to feel positive about the future.
- » **Leader toolkit materials** to help your leaders take what they learned in the workshops and incorporate into their daily work. The toolkits will include suggestions for engaging team members, talking points and FAQs about the future.



RECLAIM

Ongoing Efforts to Engage Workforce

Following our due diligence, we will deliver to you:

- » **A six-month roadmap** built into a timeline with monthly opportunities for engagement at all levels of your organization. Executive leaders will be equipped with messages to share, and managers and directors will have tools and resources for cadenced team engagement.
- » **Re-survey employees** to measure progress at six months. Re-surveying employees will allow us to assess the success of our work and plan for next steps.

About Us

With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. Top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in over 45 states and served as a communications advisor on more than \$60 billion in announced M&A and partnership transaction communications. The firm specializes in M&A, change management, issue navigation and strategic positioning. Jarrard Inc. is a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firms.

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