

# Title Utilization

Enabled by SullivanCotter Workforce Insights360™



As health care organizations look for better ways to optimize care delivery and improve performance, effectively managing the size, shape and complexity of the workforce remains a key initiative. By evaluating job titles against market benchmarks, redefining the job titling framework can support the retention and engagement of existing employees, reinforce the job leveling structure, communicate accountability levels, highlight career progression, and serve as a vehicle to attract new talent to the organization.

Leveraging our proprietary SullivanCotter Workforce Insights360™ database and technology, we combine data-driven insights, competitive analysis and customized design recommendations to inform job title utilization to support your organization’s needs.

## Workforce Insights360™

- Maps every position into a standardized set of job families and functional hierarchies.
- Groups each employee into an objectively-defined career stage and job level based on a unique demographic and accountability profile.
- Produces job title utilization metrics for a wide range of titles, families, levels, functions and career group combinations.

## Our Solutions



**Market Data:** Summarizes market practices using a standard data set across the industry. The market can be defined broadly or include a custom group of peer organizations. Job title utilization metrics can be produced for targeted job title groups, job levels, job families, functional areas and career stages. Analysis can also be performed for a specific job title or on a custom cohort definition.

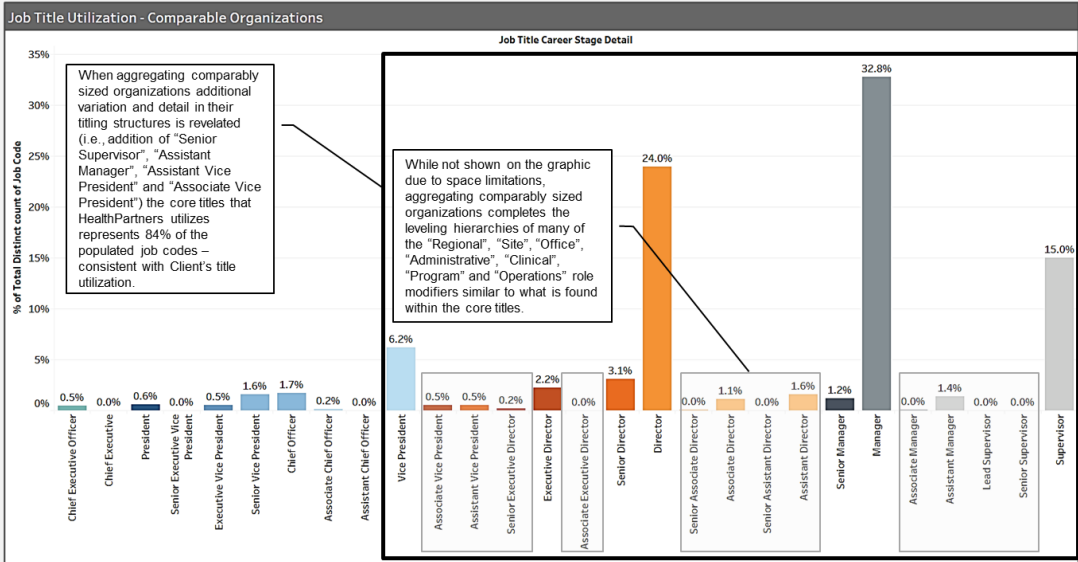
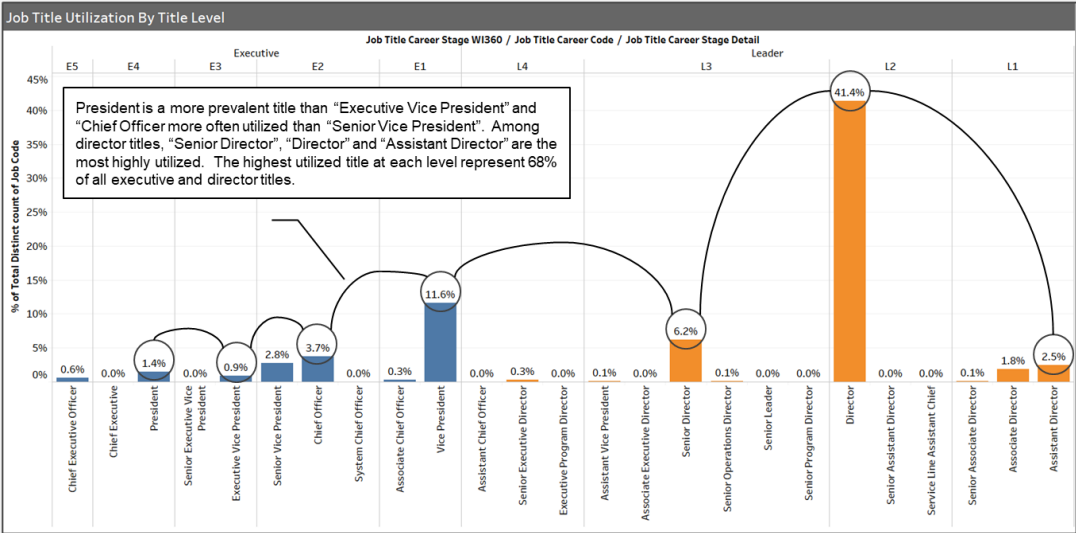


**Competitive Analysis:** Compares your organization against health care practices using leading data. We will provide commentary on market practices, workforce insights and advice on the implications of the analysis in the context of your organization’s strategic objectives.



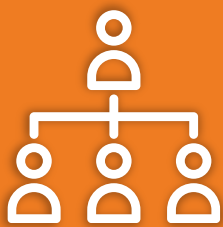
**Design Recommendations:** Recommends job titling guidelines which consider the organization’s unique operating structures, attraction and retention objectives, job accountability and complexity factors, career progression needs, workforce management objectives and talent availability.

## Benchmarking and Competitive Analysis



## Getting It Right

- Titling frameworks can create consistency across the organization or distinguish location versus system roles.
- Job titles should convey the level of the job and the authority associated with the role.
- Titles should be distinguished using clear criteria which differentiate levels of accountability, complexity and experience.
- Often the most significant issue with job title consistency is ensuring that associates are assigned to the job title that is consistent with their level of accountability.
- Setting job title governance standards reinforces career progression, ensures fairness and gives job titles value.



## Looking to gain additional insight?

[Learn more](#) about our workforce solutions and the benefits of becoming a SullivanCotter Workforce Insights360™ data member.

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