

# Strategies to Recruit and Retain RNs



The talent acquisition process has evolved significantly due to the COVID-19 pandemic. Many hospitals and health systems are finding that the recruitment and retention techniques they previously utilized are no longer enough to satisfy prospective and current employees. **Faced with unprecedented registered nurse (RN) staffing concerns, organizations are seeking solutions that will help them recruit and retain this workforce, and based on recent workforce trends, should consider the following strategies:**

- **Increase market positioning** to the 50<sup>th</sup> percentile (median) or higher, especially for critical roles
  - Consider introducing specialty pay to recognize **specialized skillset requirements**
- Utilize sign-on, referral, retention and other **bonuses for hard-to-fill roles**
- Ensure **across the board or merit increases** occur annually (expect 4% in 2022) to avoid market lag
- **Accelerate progression to midpoint** for early-in-career RNs
- **Offer short-term, contract-based bonuses** for vacant/night/weekend shifts
- Create or enhance in-house **travel nursing programs** to provide additional opportunities for current RNs

## Enhancing Current Compensation Opportunities



## Creating a Supportive Environment



- Utilize **workforce flexibility** such as non-traditional schedules, remote work, weekender programs and other accommodations
- Employ **career ladders** to support and illustrate development opportunities and career paths
- **Strengthen safety and quality processes** designed to identify and correct the root cause and swiftly address issues
- Allow nurses to **work to the top of their license** by providing clinical and/or clerical support where possible
- Share your **mission, values and diversity, equity and inclusion goals**

- Consider **enhanced benefit offerings** such as on-site childcare, parking or transportation, home-buying assistance, student loan reimbursement, fertility benefits, expanded parental and eldercare leave, additional time off, or sabbaticals
- **Increase retirement contributions** for employees who are further in their careers and/or for those who have extended tenure
- Empower employees with cash and non-cash peer and subordinate **recognition programs**
- Clearly and frequently **communicate the value of employees' total rewards packages**

## Expanding Benefits Offerings



## Encouraging Feedback and Collaboration



- Utilize **team-based care** models
- Support and encourage **open door policies**
- Encourage RN **input and participation in policy-making**
- Provide opportunities to participate in **management roundtables** and the development of action plans
- Increase opportunities for **workplace committee participation** and other developmental experiences
- **Communicate** successes and failures