So, is there a nursing shortage or not?

Tri-State Healthcare Human Resources Conference

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Qualivis
Simplifying healthcare staffing
and building a better workplace.
The Nursing Shortage

• Where are we?
• How did we get here?
• Where are we going?
• What can we do?

“If you can't explain it simply, you don't understand it well enough.”

—Albert Einstein
What does the data tell us?

Sometimes data is reassuring, sometimes it is troubling, and sometimes..... it completely contradicts itself.
This much is clear:

- Nursing continues to be one of the most in-demand professions today.
- Nursing continues to be the most trusted profession in America.
- There is a wealth of research showing a direct correlation between adequate staffing of quality nurses and positive patient outcomes.
For all of those reasons…

We need to understand facts about current and future availability of quality nurses. And that’s where some of the statistics and projections make the picture a little less clear.
Nursing Shortage

Where are we?

SHORT STAFFED
SHORT STAFFED EVERYWHERE
A multi-generationally diverse workforce

For the first time in history, we are seeing 4 generations together in the workforce.

Millennials: The Unforeseen Generation That Will Lead Healthcare Transformation
Thomas Jefferson University Hospitals (Joseph Anton, MSN, RN & Kristi Caldararo, MHA)
Only 5% of companies tailor their recruiting efforts to a multigenerational workforce.

Korn Ferry - FutureStep
Demand is far outpacing supply.
New grads are on the rise, but not enough
Qualified applicants are being turned away

Source: American Association of Colleges of Nursing

Note: Number of qualified nursing school applications that were turned away between 2007 - 2017.
Did you know?

• Current number of RN jobs: 2,995,200
• Number of currently licensed RNs: 2,906,840

So, a deficit of only **88,360** RNs, right?

Not so fast.....
21% of licensed RNs are not engaged in patient care
Current deficit of nearly 700,000 RNs
1,090,000 RN vacancies projected by 2022

(More than twice the deficit of the last nursing shortage)
For every vacancy filled, two or more positions come open.

Julie Hill, Recruitment Coordinator for Tidelands Health, President of the National Association for Health Care Recruitment
Nursing Shortage

How did we get here?
354,000 jobs added in the last 3 years


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Contributing factors

- Increased patient census
- Rapidly changing economy
- Staff burnout (understaffed, overtime, lack of work/life balance)
- Operating outside of the traditional “four walls” of a hospital
- Expanding roles requiring new skills (technology, collaboration)
- New grads leaving the profession in record numbers
- RN’s are retiring at a faster rate than we are graduating new RN’s
Population aged 85 and over: 1900 to 2050

Your competition is not your only competition

- Increased competition for “hospital” talent (surgery centers, retail clinics, technology and pharmaceutical companies, etc.)
- New jobs that didn’t exist 10 years ago (chief safety officer, chief quality officer, chief health population officer, etc.)
- The elephant in the room: Turnover

Source: Economist Intelligence Unit (EIU) survey—sponsored by Prudential—of more than 300 hospital executives
Turnover: The growing staffing issue

- The average turnover rate among healthcare workers was 20.6% in 2017, up from 15.6% in 2010.

- Healthcare ranks second only to the hospitality industry in turnover.

- 38% of nurses say they often feel like resigning from their current job, and 35% would if they could.

- 18% of newly licensed nurses leave their first job within a year, and nearly 34 percent leave within 2 years.

Sources: CompData 2017 Healthcare Compensation Survey & 2017 Survey of Registered Nurses
Workforce Shortage

Where are we going?
In the July/August 2009 Health Affairs, Dr. Peter Buerhaus found that despite the current easing of the nursing shortage due to the recession, the nursing shortage is projected to grow to 260,000 Registered Nurses by 2025.

PETER I. BUERHAUS, PhD, RN, FAAN, FAANP(h), is Professor of Nursing and Director, Center for Interdisciplinary Health Workforce Studies, College of Nursing, Montana State University.
Aging US Population Over 60 - 2010

Legend
- Less than 12%
- 12% to 15%
- 15% to 18%
- 18% to 21%
- Above 21%
Aging US Population Over 60 - 2040

Legend
- Less than 12%
- 12% to 15%
- 15% to 18%
- 18% to 21%
- Above 21%
Top 5 states projected to have greatest RN shortage by 2030

- California (- 44,500)
- Texas (- 15,900)
- New Jersey (- 11,400)
- South Carolina (- 10,400)
- Alaska (- 5,400)
States projected to have greatest RN surplus by 2030

- Florida (+ 53,700)
- Ohio (+ 49,100)
- Virginia (+ 22,700)
- New York (+ 18,200)
- Missouri (+ 16,700)
- North Carolina (+ 16,500)
RETIREMENTS, GRADUATES, AND FOREIGN NURSE PROJECTIONS 2017-2022

SOURCE: SUNBELT PROJECTIONS BASED ON AVERAGE ANNUAL INCREASES FROM ANA, NCSN, AND AACN. FOR INFORMATION ON METHODOLOGY VISIT THE SUNBELT STAFFING BLOG.
Nursing Shortage

What can we do?
What is your budget for advertising the services of your hospital? What is your budget for recruitment? Is there a difference? Why?

- Average RN turnover rate is 16.8%
- Average cost of turnover is $49,500 per RN
- Each percent change in RN turnover rate will cost/save $337,500
- Cost-per-hire ranges from $14,225 to $60,102

Quantify! Justify the cost of recruitment
Workforce management strategy

1. Engage workforce management programs with multiple service lines
2. Utilize staff strategically
3. Contingent staff – Understand the true cost analysis.
4. Look for ways to transition the best supplemental staff into full-time staff. Consider travelers a “try before you buy” opportunity to add to your team.
5. Engage the staff in developing scheduling plans to give them a sense of more control over their lives.
   - Workforce planning should be something that is done with your team, not to them.
Data, it’s a thing.....

If you don’t measure it, you can’t manage it! **You have an ATS, use it!**

- Measure, identify problem areas, implement solution, repeat!
  - Turnover rate (Where? What units? Why?)
  - Days to interview, days to hire, days to start, etc.
  - Cost per hire can reveal various issues
It’s all in the digits.....

• Get on the Digital/Social Media bandwagon already (Facebook, Instagram, Snapchat) and post information frequently!
• These are more competitive (if not essential) recruitment strategies, especially with the Millennials.
• Are you advertising or marketing?
**Roll out the red carpet (and keep it out!)**

- Engage a formal on-boarding program to make new employees feel welcome, comfortable and acclimate quickly
- Incentivize behaviors you want in your employees
- Invest in long-term training and professional development
- Convert current employees into recruiters (pay referrals)
- Offer alternate/flexible schedules to accommodate the personal and professionals needs of your employees
Oh teacher, where for art thou?

- Develop relationships with area schools and colleges and offer student internships to help build a pipeline.
- **Local** schools and colleges short on faculty? Help! Do you have staff that could transition to faculty before retiring, or, serve as part-time faculty?
- At a **state** level, push for legislation to create a program for RNs to pursue graduate degrees in exchange for serving as faculty for a set period of time.
- At a **national** level, contact your Congressman regarding H.R. 959! This bill amends the Public Health Service Act to extend through FY2022 support for nursing workforce programs and grants.
Clemson unveils new nursing facility with Greenville Health System

By Ariel Gilreath - Aug 21, 2018

The Clemson Nursing Building's largest classroom can hold 250 students.
Importing, it’s not just for goods…..

- Recruitment of foreign trained professionals is a viable strategy
- High retention rate
- Excellent work ethic
- Various recruitment options
March 6th – 8th, 2019
Hilton Head Island, SC

connect
A Qualivis Event
Questions?

Discussion & Sharing