



sentara nurse

Improving Case Manager Engagement

Susan Hines, BSN, RN

Darlene Brink, DNP, RN, CCM, NE-BC

Define Engagement

- Engagement occurs when there is an emotional attachment to the workplace.
- Engagement requires a workplace that results in the right conditions for all members to do their best – every day.
- Engaged team members have a sincere dedication to the organization.

Why is Engagement Important

- Nurses form largest sector of healthcare.
- 55% of RN workforce is age 50 or older.
- Fastest growing age group is 65 or older.
- Aging population, coupled with need for chronic case management, intensifies need for quality case management.

The High Costs of Turnover

- Turnover cost per RN range from \$38,999 to \$59,700.
- Average hospital loses between \$5.13 – \$7.86 M annually from RN turnover.
- On average it takes 86 days to recruit a RN.
- 85.7% of organizations note employee engagement is a key initiative, yet less than 43.4% translate this into strategy.

Causal Factors of Low Engagement

- Reluctance to change.
- Stakeholder workload (Staffing shortages).
- Communication gaps.
- Poor management support.
- Skepticism toward organizational approach.

Steps to Improve Engagement

- Evaluate your current resources.
- Connect employees to the values of the organization.
- Open lines of communication.
- Live the brand.
- Your message matters.

Engaging for the Long Term

- Recognize others – Be loud and be proud!
- Get social with it.
- Serve others—Do something to be proud of together.
- Give individualized attention.
- Encourage and provide ongoing training and coaching.

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