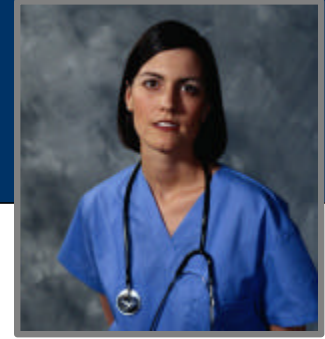


Why is your hospital losing staff?

What can you do to help slow attrition?

What is it costing your hospital each year to find and replace professional staff, especially RNs and nurse aides?



NURSE RETENTION

Today it is more critical than ever for health care organizations to retain professional staff. The shortage of nurses and other health care providers has become an urgent issue. For large health care systems, the cost of these losses is in the *millions* of dollars, not to mention its impact on patient care and patient satisfaction.

Nursing retention has become a key concern among all hospitals and there is no easy solution in sight. The problem is being made worse by shrinking budgets and continued competitive pressure. The average tenure of new nursing graduates is now less than 3 years.

What can Cooper Research do to help? We have developed a nursing retention program that is **easy to implement, fast, actionable, understandable, and cost effective**. In addition, we work with you to interpret the results and suggest the necessary changes to improve your retention levels. Most importantly, we help you understand the bottom line benefits of a solid retention program.

- Short, Internet survey that takes no more than 7-8 minutes to complete.
- Measures nurse's attitudes on 20 key attributes and provides a measure of commitment/loyalty to the organization.
- Provides a key feedback mechanism so that valuable information can be reported to management quickly and efficiently.
- A summary report with recommended actions is provided within 2-3 weeks.

A key to nursing retention is understanding the main drivers of satisfaction and providing managers with the necessary tools to become effective leaders and coaches. Nursing turnover at hospitals is estimated at 18-20% annually.

Learn how your hospital can profit from lower turnover rates and a tailored retention program based on solid statistical data. Please call Cooper today for ***a free initial consultation*** and let us show you how to make your institution a leader in nurse retention.

COOPER
RESEARCH

Marketing Intelligence for the Health Care Industry

8150 Corporate Park Dr. Cincinnati, OH 45242

PH: 513-489-8838 FAX: 513-489-3691

www.cooper-research.com