

CNA Retention: Strategies to Retain Your Best




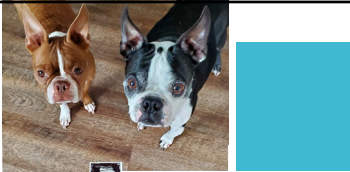
Matt Cantrell, CNA, LNHA
Chief Operating Officer
National Association of Health Care Assistants (NAHCA)

Background

Former CNA and LNHA

Married, two dogs and a baby on the way

Experience at NAHCA



Objectives

-  Turnover – What is causing it and where are we at?
-  What can YOU do about it?
-  Strategies to reduce turnover
-  Q&A

A Few Factors that Contribute to Turnover

Low Pay

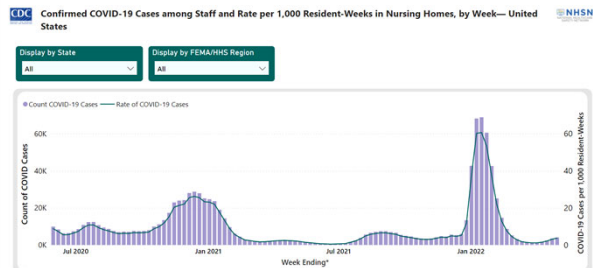
Lack of respect

Physically, emotionally, and mentally demanding work

COVID-19

Horizontal lines for notes.

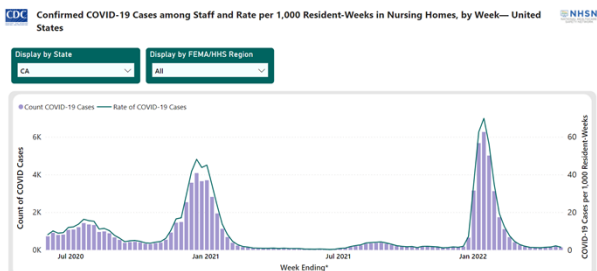
Confirmed COVID-19 Cases among Staff and Rate per 1,000 Resident-Weeks in Nursing Homes, by Week—United States



Impact of COVID-19

Horizontal lines for notes.

Confirmed COVID-19 Cases among Staff and Rate per 1,000 Resident-Weeks in Nursing Homes, by Week—United States



Impact of COVID-19 in CA

Horizontal lines for notes.

Most Dangerous Job July, 2020

Nursing home workers now have the most dangerous jobs in America. They deserve better.



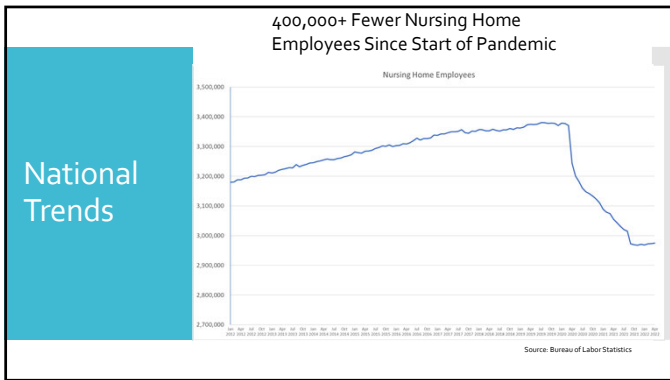
A health worker stands in a new work center as part of testing for the novel COVID-19 at a nursing and rehabilitation facility in March in Clark County, Nev.

Reporting: **Wesley K. Matery**, **Lisa Parker** and **David C. Grabowski**
July 28, 2020 at 7:00 a.m. EDT

Wesley K. Matery is an assistant professor in the Department of Globalization at the University of Rochester. **Lisa Parker** is the co-founder and chief executive officer of the National Association of Health Care Assistants. **David C. Grabowski** is a professor of health care policy at Harvard Medical School.

As work to be reimagined nursing homes, it has also made working in these facilities the most dangerous job in America. Since the start of the pandemic, facilities have reported "the worst up-ticked deaths among their staff."

If deaths continue at this pace over a full year, it will equate to more than 300 fatalities per 100,000 workers. This would more than double the rate of previous years' deadliest occupations, such as logging and commercial fishing.



What Can YOU Do?

- Try to see the new employee "experience" for yourself
- Consider implementing a Certified Preceptor program
- Make sure Onboarding is structured and inviting
- Organizational Culture, are you talking about it?

What is NAHCA?



NAHCA
THE CNA ASSOCIATION

Certified Preceptor Program

A Certified Preceptor program is train-the-trainer education that teaches current team members how to welcome, teach, and integrate new team members to your center.

NAHCA's Certified Preceptor Program

Four phases of a successful Onboarding

1. Welcoming
2. Orienting
3. Training
4. Transitioning

Interview Process

- Avoid desperation hiring
- Structure of hiring process (application to onboarding)
- Getting the most out of an interview
- Consider job shadowing (pending COVID restrictions)
- Utilize Certified Preceptors if available

Onboarding


- Make sure the right people are involved
- Break up more tedious parts with activity
- Be willing to invest extra time now to save more later
- Develop relationships
- Involve residents!

Organizational Culture

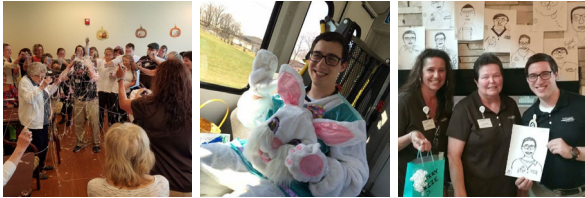
"If you're going to talk the talk, you've got to walk the walk"

- Does your organization have a culture statement?
- Teach early, practice often
- Understand that culture will not improve overnight
- Get employee's buy-in

What did you do for CNA Week?



NAHCA The CNA Association | www.NAHCACNA.org




Don't forget to have fun!

You Can't Save Everyone

Sometimes it is difficult to see the light at the end of the tunnel. Here are some things to keep in mind when the going gets rough.

- Not all turnover is bad
- Exit interviews – a wealth of information
- You're making a difference every day



Show new employees you care by honoring your veteran staff.

Career ladders (upskilling)

Years of Service recognition

CNA Council

Involvement and empowerment

Don't forget veteran team members!

Questions?

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