

## EIGHT DRIVERS FOR WORKFORCE RETENTION: STRATEGIES FOR HEALTH & CARE

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### DELIVERING HIGH QUALITY CARE

Teams delivering high-quality care have higher retention rates and improved staff engagement. Lower turnover rates are also associated with better health outcomes.

A 2024 study in the BMJ showed that monthly turnover rate increases by one standard deviation for nurses and senior doctors in Trust, there are **49 more deaths per 100,000 admission**.

**"As organisations become more complex, we must ensure our workforce is ready for change."** - Dr Na'eem Ahmed

### STAFF WELL-BEING & RESILIENCE

Healthy, supported staff deliver better patient care and experience less burnout.

**9.1% of NHS employees left the workforce in 2022**, often citing stress and burnout.

**"To have productive staff, you need healthy and happy staff. Wellbeing initiatives must be proactive."** - Dr Na'eem Ahmed

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### WORK-LIFE BALANCE

Flexible shift patterns and remote working options reduce burnout and boost retention.

Work-life balance, promotion, and relocation together account for almost 50% of NHS attrition.

**"Since the pandemic, staff are rethinking how, when, and where they work. We need every tool available to support them."** - Dr Na'eem Ahmed

### ENGAGEMENT & EMPOWERMENT

Highly engaged teams perform better, report greater well-being, and deliver higher quality care.

Gallup found that high engagement organisations have **70% better staff well-being and 63% fewer patient incidents**.

**"Those at the sharp end of delivering care are best placed to find solutions—staff voice must be heard every day."** - Dr Na'eem Ahmed

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### REWARD & RECOGNITION

A meaningful, transparent approach to recognising achievements fosters loyalty and staff satisfaction.

70% of nursing staff felt undervalued, according to a Royal College of Nursing survey.

**"It's crucial for staff to know their contributions matter. Simple gestures can make them feel valued and heard."** - Dr Na'eem Ahmed

### SENSE OF BELONGING

Inclusive workplaces with strong teamwork and open communication help staff feel valued and committed.

**Staff who feel a stronger sense of belonging and autonomy have higher retention rates and better mental health.**

**"Quality improvement shouldn't be for a select few—it should be democratised so everyone has a voice."** - Dr Na'eem Ahmed

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### BESPOKE CAREER PATHWAYS

Clear, flexible progression routes help staff visualise a long-term future in their organisation.

Employees who are encouraged to learn new skills are 47% less likely to look for another job.

**"When staff can shape their own roles to fit their needs, it fosters loyalty and boosts retention."** - Dr Na'eem Ahmed

### COMPASSIONATE LEADERSHIP

Leaders who listen, empathise, and take action create a culture of respect and support.

A PICU unit that introduced collaborative, compassionate leadership saw **turnover drop from 18 leavers per year down to 2 within twelve months**.

**"People need more than words; they need tangible ways to see that their leaders genuinely care."** - Dr Na'eem Ahmed

# 8

Watch the webinar or read the full whitepaper



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