So, is there a nursing shortage or not?

South Carolina Healthcare Human Resource Association and South Carolina Healthcare Recruiters Network Joint Conference

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President
The Nursing Shortage

• Where are we?
• How did we get here?
• Where are we going?
• Solutions/Discussion

“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 Registered 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 five generations together in the workforce.
Only 5% of companies tailor their recruiting efforts to a multigenerational workforce.

“

Korn Ferry - FutureStep
Demand continues to outpace supply
New grads are on the rise, but it’s 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?

Source: US Bureau of Labor and Statistics
In the July/August 2009 edition of 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
And now for the rest of the supporting facts

• 21% of licensed RNs are **not engaged in patient care**
• Resulting in an actual deficit of nearly **700,000** RNs
• 1,130,000 RN vacancies projected by 2022
• **More than twice** the deficit of the last nursing shortage

(and 4 times the prediction of Dr. Peter Buerhaus, in 3 years less time.....)

Source: American Nurses Association
Nursing Shortage

How did we get here?
Factors contributing to the nursing shortage

• Aging population
• Rapidly changing economy
• RN’s are retiring at a faster rate than we are graduating new RN’s
• New grads leaving the profession (as quickly as they arrive…..)
• Staff burnout (understaffed, overtime, lack of work/life balance)
• Opportunities outside of the traditional “four walls” of a hospital
• Expanding roles requiring new skills (technology, collaboration)
Population aged 85 and over: 1900 to 2050

The economy and the retirement rollercoaster

Dow Jones Industrial Average, monthly

Source: WSJ Market Data Group
Staff burnout, it’s not just a catch phrase

According to a 2017 Kronos survey of hospital based Registered Nurses:

• 98% reported their work is mentally and physically demanding
• 85% said their jobs make them fatigued overall
• 63% noted that their work has resulted in nurse burnout
• 44% worried that their tiredness will cause their patient care to suffer
• 41% considered changing employers due to burnout
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
354,000 jobs added in the last 3 years

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
Nursing Shortage

Where are we going?
Aging US Population Over 60 - 2010

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)
Top 5 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

YEAR

2017 2018 2019 2020 2021 2022

GRADUATES

RETIREES

NEW INTERNATIONALLY EDUCATED NURSES

SOURCE: SUNBELT PROJECTIONS BASED ON AVERAGE ANNUAL INCREASES FROM ANA, NCSBN, AND AACN. FOR INFORMATION ON METHODOLOGY VISIT THE SUNBELT STAFFING BLOG.
Nursing Shortage: What can we do?
Roundtable Discussion
Quantify! Justify budgeting for recruitment

- 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 (what is your CPH?)
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
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.
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 so they can 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