



Lunchtime Virtual Seminar
Thursday, November 17, 2022
12:30PM to 1:30PM



A Seminar Series offered by the Capital Medical Society

For physician office staff (clinical and non-clinical), practice administrators,
office managers and business office managers.
CMS member offices only!

It hurts when good employees leave. Turnover is costly and erodes continuity of care and teamwork impacting quality, safety, and service. Healthcare turnover was high before COVID, but now has reached critical levels. Rather than focusing on recruitment alone, it's time to engage and re-recruit your current staff.

What makes people jump ship? What motivates others to stay, even in the most difficult conditions? What can we learn from the latest staff retention research? Research shows an undeniable link between culture, leadership, and employee retention. This session identifies common misconceptions that can keep leaders stuck in old way and offers tips for what you can do today to create a culture nobody wants to leave. Led by healthcare's culture catalyst, Kristin Baird, MHA, BSN, RN, this highly interactive session will inspire you to rethink your retention strategy. Baird will answer the questions listed above, and explore how you can curb the turnover trend.

Attendees will:

- Examine the true cost of turnover
- Discover common assumptions that keep leaders stuck
- Review challenges of a multi-generational workforce
- Explore the link between culture, leadership and retention
- Identify key actions leaders can take now to curb turnover

There is no charge for this event.

Presenter:

Kris Baird, The Baird Group



Once you register you will receive the Webinar link.

Please register before November 17, 2022



Kristin Baird, RN, BSN, MHA

Kristin Baird has over 30 years in nursing leadership, coaching and training. The author of five books and hundreds of articles, Baird has been a thought leader in improving healthcare culture and patient experience for more than two decades. She has helped hundreds of people to improve their leadership skills resulting in reduced turnover improved engagement, and heightened satisfaction. As a nurse and consultant, she's been there, and done that. Baird received her BSN from the University of Wisconsin, Madison and a Masters in Health Administration from Cardinal Stritch University.