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SPOTLIGHT ON HEALTHCARE

With the rise of employment and rapidly growing technology, measuring employee engagement and identifying the drivers unique to a healthcare organization is one of the important mainstays in order to thrive in an ever-changing industry being challenged from all angles today.

CHALLENGE

Some of the biggest challenges the healthcare industry is facing today are policy makers and the private sector. According to market research, the cost of healthcare has been rising for years, but still continues to outpace inflation in virtually every country in the world.¹ Recent policies of regulatory reform and cost constraints make operating a commercial healthcare organization a challenging business enterprise. However, despite the challenges, healthcare occupations and employment remain at a constant level and even calling for the urgent need of IT professionals due to advanced technologies of medical equipment.² Furthermore, the demand for sophisticated therapies and care systems in developing countries hold great opportunities for those seeking a career in several fields of healthcare.

With the rise of employment and rapidly growing technology, measuring employee engagement and identifying the drivers unique to a healthcare organization are some of the important mainstays in order to thrive in an ever-changing industry being challenged from all angles. Healthcare professionals administering employee engagement surveys

can identify specific attitudes and behaviors affecting their bottom lines and can use the survey data as the basis for targeting improvements that will have the quickest or greatest impact.

TNS Employee Insights works with healthcare organizations to develop survey instruments for both salaried and hourly employees that effectively measure productivity, quality, management and specific drivers of engagement.

SOLUTIONS

A well-designed and executed employee survey is a key diagnostic tool for identifying the drivers of employee engagement, particularly in a healthcare setting where detailed results are needed to accurately assess trends in hospital facilities, clinics, laboratories, operations, quality control, productivity, insurances, etc. TNS works with various healthcare organizations to develop an effective survey process that involves not only the survey and reports, but also interpretation and action planning that is directly based on employee feedback. This reinforces that employees have a voice within the company and leadership will use their responses as the basis for change.

We carefully design surveys using proven research principles to generate the greatest insight into employee perceptions and behaviors so leadership can evaluate how well behaviors align to desired outcomes (e.g. improved efficiency, increase patient satisfaction, etc.). This has helped a number of healthcare organizations uncover issues from the nursing stations to administrative levels that were impacting employee engagement.

¹ MarketResearch.com

² www.ashim.org/health-it-jobs



Engagement surveys are an effective means of identifying issues that are important to the organization and its employees so the right actions can be taken to drive greater, more accurate results.

Our advanced reporting capabilities help management teams closely analyze survey results and obtain the information needed to develop effective action plans. We also provide normative data to help healthcare organizations put their survey results in the proper context and target the right improvements in order to get the most from their survey investments.

RESULTS

Today, more than ever, healthcare leaders must become more engaged with their employees. Engagement surveys are an effective means of identifying issues that are important to the organization and its employees so the right actions can be taken to drive greater, more accurate results.

Our work at TNS Employee Insights within healthcare industry has revealed some important insights that can help them better engage their employees, improve their operations, quality and worker productivity, which in turn leads to greater job satisfaction, greater profits, and satisfied patients. The following are just a few of the lessons we have learned:

- **Implement more effective communication channels.** An engagement survey can determine if employees are receiving the information they need to do their jobs well and whether they understand and apply it. Weak links between managers and employees can delay communication, which can negatively impact engagement and performance.
- **Offer growth opportunities.** Training and on-the-spot learning will develop or strengthen new skills that can lead to job success, and set a foundation for career advancement, which can lead to higher morale. Exposing employees to different positions and departments can also increase retention as employees discover new interests.
- **Provide the proper equipment to do the job well.** Having the right materials, tools and equipment is a key component of engagement after knowing the requirements of the job. Improper tools, unsafe and outdated equipment can quickly lead to job frustration and a loss of commitment to the organization.
- **Cultivate a culture of teamwork.** Supervisors/managers who promote cooperation and collaboration among their employees typically see an increase in performance and improved internal and external customer satisfaction. When supervisors/managers rely on each other to ensure responsibilities are covered and work schedules meet their needs when possible, employees feel more empowered and more engaged.



DISCOVER

A Changing World, New Territories, New Opportunities and Higher Business Performance

We deliver customized employee and customer surveys that measure the vital link between employee engagement, customer satisfaction and business performance. We help large organizations identify specific attitudes and behaviors that impact their bottom lines and convert survey data into actions that enhance both employee and company performance.

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