

# Workforce Recruitment Retention



**REGISTER TODAY!** The Michigan Department of Community Health in collaboration with Michigan Primary Care Association, the Michigan Health Council, and the Michigan Center for Rural Health has developed a webinar series on provider retention. The six-part series will focus on the importance of retaining our healthcare workforce and provide useful tools in the development of a retention plan. The series begins on January 25 and is free to attend. Registration links are below.

## 1 DEVELOPING THE BUSINESS CASE: IDENTIFYING THE NEED FOR PROVIDER RETENTION TRAINING IN 2012

January 25, 2012 | 10-11 am ET  
Register at <http://bit.ly/HRweb1>

*During this webinar you will learn...*

- ▶ The impact of physician turnover on your practice and the community
- ▶ Why the Accountable Care Act and projected physician shortages matter
- ▶ 10 reasons why physicians leave
- ▶ How to recruit to retain
- ▶ What to expect if you don't create a retention plan



**Deb Collier**  
Director, Michigan Health Council  
*Webinar #1 presenter*

## 2 HOW TO CONDUCT PROVIDER STAY INTERVIEWS

February 22, 2012 | 10-11 am ET  
Register at <http://bit.ly/HRweb2>

*During this webinar you will learn...*

- ▶ The major benefits of conducting stay interviews
- ▶ Key differences between exit interviews and stay interviews
- ▶ How to conduct stay interviews with your current providers
- ▶ How to record data and build stay plans
- ▶ How to review and implement stay interviews



**Kimberly Benjamin, PHR**  
Workforce Development Specialist, Michigan Primary Care Association  
*Webinars #2 and #3 presenter*

## 3 DEVELOPING YOUR EMPLOYER VALUE PROPOSITION

March 21, 2012 | 10-11 am ET  
Register at <http://bit.ly/HRweb3>

*During this webinar you will learn...*

- ▶ Ways to leverage; "employees stay for things that they get uniquely from you"
- ▶ Data and resource from which you can identify your organization's unique identity
- ▶ How to identify the strengths of employee value propositions so you are equipped to develop your own
- ▶ How to develop company branding statements in order to turn your employee value propositions into marketing tools
- ▶ How to examine various ways to communicate your employer value proposition to applicants and employees

# 2012 MPCA HUMAN RESOURCES WEBINAR SERIES

## Workforce Recruitment & Retention

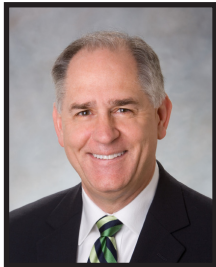


### 4 USING TOOLS FOR PUTTING A COST ON TURNOVER

April 18, 2012 | 10-11 am ET  
Register at <http://bit.ly/HRweb4>

*During this webinar you will learn...*

- ▶ About the Rethinking Retention Model, which was praised by *BusinessWeek* as "fresh thinking for solving the turnover problem in any economy"
- ▶ How to develop a retention infrastructure that aligns with sales, service, and other business priorities
- ▶ To place dollar costs on turnover across your organization to drive accountability
- ▶ How to develop reports that reinforce importance, reward achievement, and identify managers who need improvement



**Dick Finnegan**  
CEO, C-Suite Analytics  
Webinars #4 and #6  
presenter

### 5 AN OVERVIEW OF THE PROVIDER RETENTION PLAN TOOLKIT

May 16, 2012 | 10-11 am ET  
Register at [http://bit.ly/hrweb\\_5](http://bit.ly/hrweb_5)

*During this webinar you will learn...*

- ▶ How to use the retention plan toolkit
- ▶ Review key documents and forms to track retention
- ▶ How to implement a retention plan toolkit in your organization
- ▶ And you will receive a Retention Toolkit USB drive full of editable forms to help customize your retention plan



**Steve Shotwell**  
Recruitment & Retention  
Services, Michigan  
Center for Rural Health  
Webinar #5 presenter

### 6 THE RECESSION IS OVER AND I QUIT!

June 13, 2012 | 10-11 am ET  
Register at <http://bit.ly/HRweb6>

*During this webinar you will learn...*

- ▶ Top reasons why people leave their employer when things are going good
- ▶ How to customize a retention plan based on research rather than chance
- ▶ Proven steps for developing accountability
- ▶ Key tips on how to improve hiring and onboarding
- ▶ An overview of the Certified Employee Retention (CERP) Program

## QUESTIONS?

Contact Kimberly Benjamin, MPCA Workforce Development Specialist, at [kbenjamin@mpca.net](mailto:kbenjamin@mpca.net) or 517.827.0468



Rick Snyder, Governor  
Olga Dazzo, Director

