



Webinar: Recruitment and Retention Strategies – How to Attract and Keep the Best People

January 24, 2017 10 – 11:30 a.m. ET

Successful healthcare managers recognize that quality staff is their most valuable asset. The task of attracting, retaining, motivating, training and rewarding good employees is of the utmost importance. Developing a team takes time and patience.

Hiring good people is just the beginning. You have to be able to make the work and workplace meaningful for these new hires. This webinar provides checklists and formats for more successful hiring and retention strategies. After the webinar, you will have a game plan you can put in place to develop, discipline and delight a top-flight team.

Webinar Objectives

- Recruit and retain staff more effectively
- Develop structured interview and selection strategy
- Provide a motivating environment for staff retention

Target Audience

Managers, Directors, Aspiring Managers and Human Resources Professionals

Webinar Outline

- **New Techniques to Recruit and Hire Effectively**
 - Create a strategic recruitment plan
 - Develop a strategic interview plan with structured questions
 - Make objectives selection decisions
- **Communicate a Culture of Caring**
 - Define performance expectations
 - Implement a “bad apple” prevention checklist
 - Provide “freedom” counseling”
- **Retain a Motivated Team**
 - Look for opportunities for recognition
 - Grow your team
 - Set high expectations

About the Speaker



Louis Benson, Ph.D., CPC
Healthcare Consultant, Speaker & Author

For over twenty years Lou has been regarded as one of America's finest keynote speakers and seminar leaders. Lou was a health care consultant and professional speaker who worked with organizations experiencing rapid change and reorganization.

When he retired in 2013 they were serving over 500 patients a day and patient satisfaction scores were 99%. He increased the number of employees serving patients while decreasing the number of administrative and support staff. Employee satisfaction was well above a 90% average. He reversed the financial losses and the organization's net worth quadrupled to over \$30 million while he was CEO.

Lou infused Treasure Coast Hospice with energy and encouraged innovation. Nowhere was this more apparent than in the marketing area. Outreach to the African-American community resulted in a dramatic increase in their use of hospice services. He promoted a coordinated media campaign that made Treasure Coast Hospice a household word. He engaged long term care facilities and added value to TCH's services which resulted in strong partnerships.

He developed and presented programs for The Health and Sciences Satellite Television Network and the Executive Education Series for Primedia. He has authored articles and workbooks on management development, employee motivation, cultural diversity, and marketing. Several of his programs have been sponsored by Dun and Bradstreet's seminar division.

Lou has his undergraduate degree from Michigan State University and earned his Ph.D. from the University of Hawaii. He taught on the faculties of Kent State University and The City University of New York. Between leaving academia and opening his own firm in 1979, he served as a human resources director at a major medical center in South Florida.

Dr. Benson is listed in *Who's Who in Leading American Executives*.



Attendance Certificate

All participants: Must attend the entire webinar and complete a webinar critique to receive a 1.5 Hour Attendance Certificate for each program.

Registration

Instruct-Online is offering this webinar to IHA members.

Register at <http://www.instruct-online.com/cgi-bin/calendar.cgi?inha> and click on the date and time of the program you wish to register for.

Registration is \$150/phone line for this course. Advanced registration is suggested to ensure delivery of webinar materials. **Please register by January 20, 2017.**

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Questions

Webinar content, registration and continuing education questions should be directed to Katie Ingle of Instruct-Online (Katie@instruct-online.com) or (319-626-3295). Other inquiries may be directed to Laura Gilbert at lgilbert@IHAconnect.org or 317-423-7793.

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