



Workforce Solutions and Best Practices

When:

Session 1:
Workforce Solutions for Hospitals
Wednesday, Sept. 6, 2023
9:30 to 11 a.m. Pacific Time

Session 2:
Best Practices in Hiring
Thursday, Nov. 2, 2023
9:30 to 11 a.m. Pacific Time

Where:

Live virtual sessions

Contact:

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Presented by:

West Coast University in
partnership with the Hospital
Association of Southern California



Session 1: Workforce Solutions for Hospitals

In February 2023, hospital CEOs cited the shortage of registered nurses (RNs) as a top concern. According to the American Association of Colleges of Nursing, this shortage — compounded by existing staff burnout — is leading to declining patient outcomes. The RN staffing shortage is one of the biggest challenges facing health care today.

While hospitals can use several strategies to address the issue, this course will focus specifically on innovative partnerships with nursing education institutions. Our facilitators will discuss three clinical rotation models that increase a hospital's likelihood of becoming an employer of choice for new RN graduates, along with creating a foundation for long-term retention.

Participants will learn details about the dedicated cohort model, the transition into practice program and dedicated education units. These models provide unique opportunities for hospitals to develop deeper relationships with nursing students and help current nursing staff avoid burnout from student rotation turnover. The programs increase hiring opportunities and students' immersion in the hospital culture, enabling them to onboard quickly.

Objectives

Following this program, attendees will be able to:

- Discuss the current hiring and retention challenges facing hospitals.
- Identify opportunities for collaboration with universities.
- Understand enhanced clinical programming models that increase the likelihood of hiring and retention.

Session 2: Best Practices in Hiring

This session will cover best practices at each step of the hiring process. From recruiting strategies through interviewing, onboarding and creating a rewarding culture that improves staff retention, our speakers will share tactics to help you maximize effectiveness in your human resources approach.

Objectives

Following this program, attendees will be able to:

- Understand how to best use various recruiting channels: websites, agencies, employee referrals
- Write job descriptions that showcase your hospital's benefits, culture and values
- Use interviewing methods such as behavioral-based questions to determine a candidate's cultural fit
- Better retain employees through enhancing onboarding processes, promoting work-life balance, and recognizing excellent work

Who Should Attend?

Human resources executives and directors, hiring and staffing managers, and nurse leaders will all benefit from this webinar series.

Session 1 Faculty

Margaret Pfeiffer

Vice President of Clinical Operations, West Coast University (WCU) and American Career College



Margaret started her career as a critical care nurse and eventually worked in hospital administration leadership roles as a chief nursing officer and chief operating officer. After 30 years of working in acute care hospitals, she decided to use her operational skills and move into academics. In her current role as vice president of clinical operations for WCU and American Career College, Margaret sets up partnerships between the school and clinical sites. She has dedicated her career to advancing the practice of clinical care and is excited to bring that passion to academics.

Renee Schweitzer

Vice President of University Relations, West Coast University and American Career College



Renee has a unique 30-year health care background, including 10 years as an operating room nurse, hospital administration experience and a successful medical sales career with Johnson and Johnson. She joined WCU in 2009 as a nursing faculty member. Renee held an integral role in developing simulation technology for the university, expanding clinical partnerships in several states. She also built the international education department and has supported WCU's philanthropic and research partnerships. Currently, Renee is vice president of university relations, a role that aligns with her passion for students and for serving communities.

Guest Speakers

Irena Zuanic, DHA, MSN, RN, Chief Nursing Officer PIH Health Good Samaritan Hospital
Dr. Kristin Christophersen, DNP, MBA, RN, Principal, Member Performance, Vizient Inc.

Session 2 Faculty

Coming soon

Workforce Solutions and Best Practices

A Two-part Series

Live virtual sessions

Session 1: Workforce Solutions for Hospitals

Wednesday, Sept. 6, 2023

9:30 to 11 a.m. Pacific Time

Session 2: Best Practices in Hiring

Thursday, Nov. 2, 2023

9:30 to 11 a.m. Pacific Time

Register for the series: www.hasc.org/workforce-solutions

First name: _____ Last name: _____ Nickname: _____

Organization: _____

Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: (___) _____ Email **(required)**: _____

Continuing Education Units

- ACHE Credit: By attending the Workforce Solutions and Best Practices two-part series offered by the Hospital Association of Southern California, participants may earn up to 3 ACHE Qualified Education Hours toward initial certification or recertification of the Fellow of the American College of Healthcare Executives (FACHE) designation.
- HCRI Credit: By attending the Workforce Solutions and Best Practices two-part series offered by the Hospital Association of Southern California, participants may earn up to 3 HCRI Qualified Education Hours toward initial certification.

IMPORTANT INFORMATION

- Registered attendees will receive the recordings for both webinars.
- You may be photographed or videotaped at the event. HASC reserves the right to use these photos and videos in promotional, marketing, educational and other materials.

SPECIAL NEEDS or QUESTIONS

For ADA assistance or general registration questions, contact hasceducation@hasc.org.