

AN EMPLOYEE SURVEY CHANGE THAT YIELDED \$2+ MILLION IN SAVINGS

Mid-Sized Healthcare Organization



Surveys weren't focusing on key drivers of turnover

THE ISSUE

Kingman Regional Medical Center (KRMC) faced rising turnover rates in many key roles in their organization—particularly registered nurses (RNs). They had been doing annual employee opinion surveys for a few years, but were becoming myopic in only focusing on benchmarks rather than uncovering the key drivers of turnover.



Connected voluntary turnover analytics to survey data

SMD'S SOLUTION

Switching to SMD Link, our patent-pending employee survey platform, KRMC utilized our surveying and analytics capabilities to uncover why individuals were leaving. As an immediate step towards remediation, we provided customizable recommendations and results to all leaders through the platform to support taking action on improving the drivers of turnover. To get to the root cause of the turnover issue, we conducted follow-up analytics to connect voluntary turnover data to the survey data, which shed light on why previous employees left – much more effective than the typical exit survey.



Improved voluntary turnover, resulting in a savings of \$2+ million

THE RESULTS

- Improved voluntary turnover by 3 full basis points (savings of over \$2 million)
- Significantly increased Engagement scores (.18 on a 5-point scale)

KEYS TO SUCCESS FROM SENIOR LEADERSHIP

“The senior leadership team did exactly what you told them to do—and took it seriously all year.”

“Front line leaders used the HeatMap to focus on the key drivers, built and worked their action plans all year long.”

SMD is the *only* firm in the survey and analytics industry to offer results-based pricing. By utilizing our expertise in data integration, surveys, and the most advanced analytics, all delivered through our patented reporting and action planning platform, we've maintained a remarkable track record of improving business outcomes (e.g., voluntary turnover reduction) for our customers. Learn more at www.smdhr.com and contact us at info@smdhr.com