

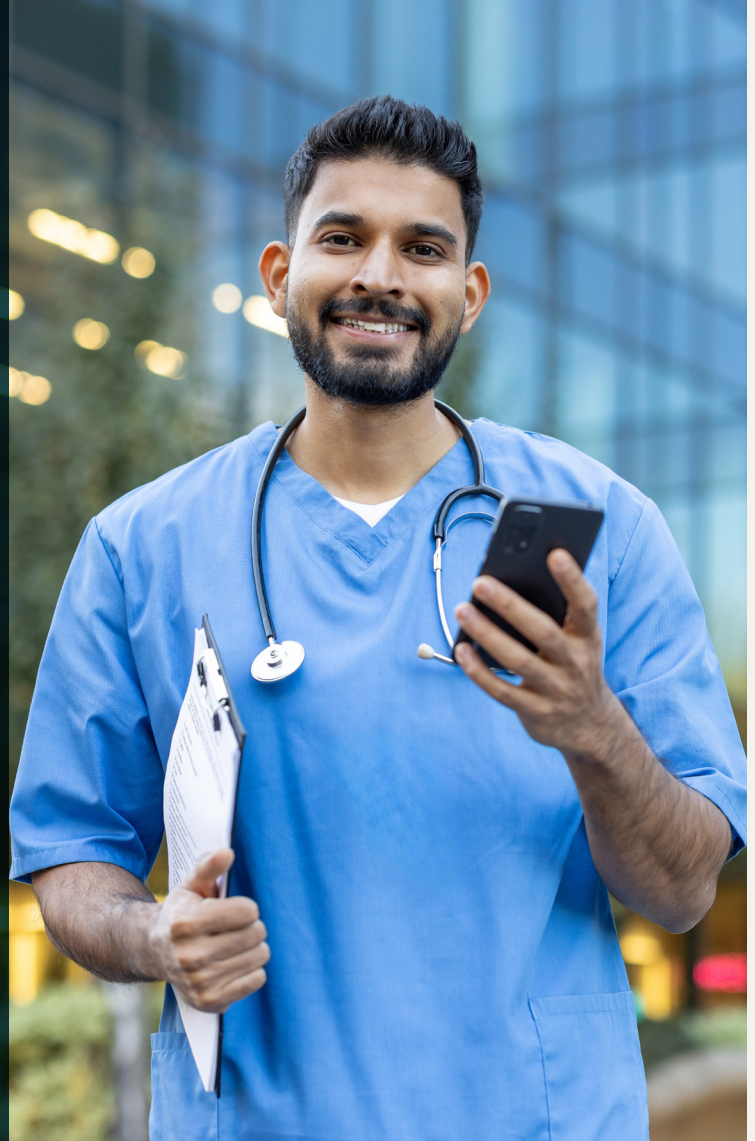
WORKFORCE STABILITY WITH A GLOBAL APPROACH

FROM CHALLENGE TO STRATEGY:
BUILDING WORKFORCE STABILITY THROUGH
INNOVATION AND INTERNATIONAL RECRUITMENT

BACKGROUND

Ballad Health is a large regional health system that faced the same post-pandemic pressures as many hospitals across the U.S.

The system took a strategic, long-term mindset to workforce planning, implementing a multifaceted approach designed to stabilize staffing, enhance retention, and support patient care across diverse communities.



THE CHALLENGE

By 2021, the U.S. nursing workforce had contracted sharply:



100,000 FEWER REGISTERED NURSES NATIONWIDE

largely due to the impact of the pandemic on personal wellbeing and workplace safety.



SHORTER AVERAGE TENURE

leaving hospitals with less experienced staff and wider competency gaps.



For Ballad Health, these trends resulted in:

- Gaps in patient care quality and safety
- Rising turnover
- Pressure on existing teams

THE SOLUTION

Ballad Health launched a multifaceted workforce strategy to strengthen care delivery while advancing diversity and health equity.

THE CONEXUS APPROACH

- **Innovation** in staffing models
- **Improved** patient loads to ease pressure on clinical teams
- **Retention** strategies to keep skilled staff in place
- **Fiscal responsibility** through sustainable planning
- **Commitment to safety, quality, and satisfaction**
- **Community responsibility**, ensuring access to care across the region



KEY INITIATIVES



11% REDUCTION IN STAFF TURNOVER
through targeted retention programs



A THRIVING INTERNAL CONTRACT POOL
to support flexibility and reduce reliance on external agency staffing



AN INTERNATIONAL NURSE RECRUITMENT PROGRAM
to expand the talent pipeline



EXPANSION INTO INTERNATIONAL MEDICAL TECHNOLOGISTS
broadening the workforce strategy beyond nursing



THE RESULTS & IMPACT

Ballad Health successfully moved from short-term fixes to a long-term, sustainable workforce strategy.

By diversifying its staffing approach and embedding international recruitment as a workforce pillar, Ballad Health achieved:

- **Lower turnover and stronger retention**
- **A reliable pool of contract and international staff**
- **Enhanced patient safety, satisfaction, and quality of care**
- **Greater resilience in workforce planning**