

Look Beyond Wages and Benefits

Improvements in the economy and the job market could lead to an increase in employee turnover. While offering competitive salaries and attractive benefits helps you retain valued staff, improving job satisfaction can help, too.

Employee turnover rate can disrupt the workplace and reduce patient satisfaction. If you're concerned about keeping valuable staff members on board, be proactive. After confirming that your pay scale and benefits are reasonable for comparable medical practices in your area, see what you can do to improve job satisfaction.

Show Your Appreciation

Showing appreciation is one of those little things that can make a big difference. Encourage the physicians in your practice to verbally recognize employees when merited. Providing incentives -- small perks, extra time off, free parking, flexible hours, etc. -- is another way to show appreciation, although nothing is nicer than a sincere "thank you."

Improve Communication

Improving communication doesn't take a lot of effort, either. Get to know your staff individually. Establish a friendly workplace culture. Communicate your expectations as clearly as possible. Keep everyone informed about office/patient issues as they arise.

Boost Motivation

Motivation may seem like one of those touchy-feely things that can't really be measured, but a motivated staff is engaged and committed and will work toward common goals. When people can see the "big picture," they're more likely to understand their roles, make more of an effort, and be more productive.

Support Success

Make sure you're providing your staff with the tools they need to be successful in their jobs. Think beyond the obvious computer and medical equipment. Prepare written job descriptions and performance expectations for everyone. Then, conduct performance reviews on a regular basis. Whenever possible, provide training to stimulate interest and enhance your employees' job skills.

Don't underestimate the role job satisfaction can play when an employee is deciding between two employers.

Keep everyone informed about office/patient issues as they arise.