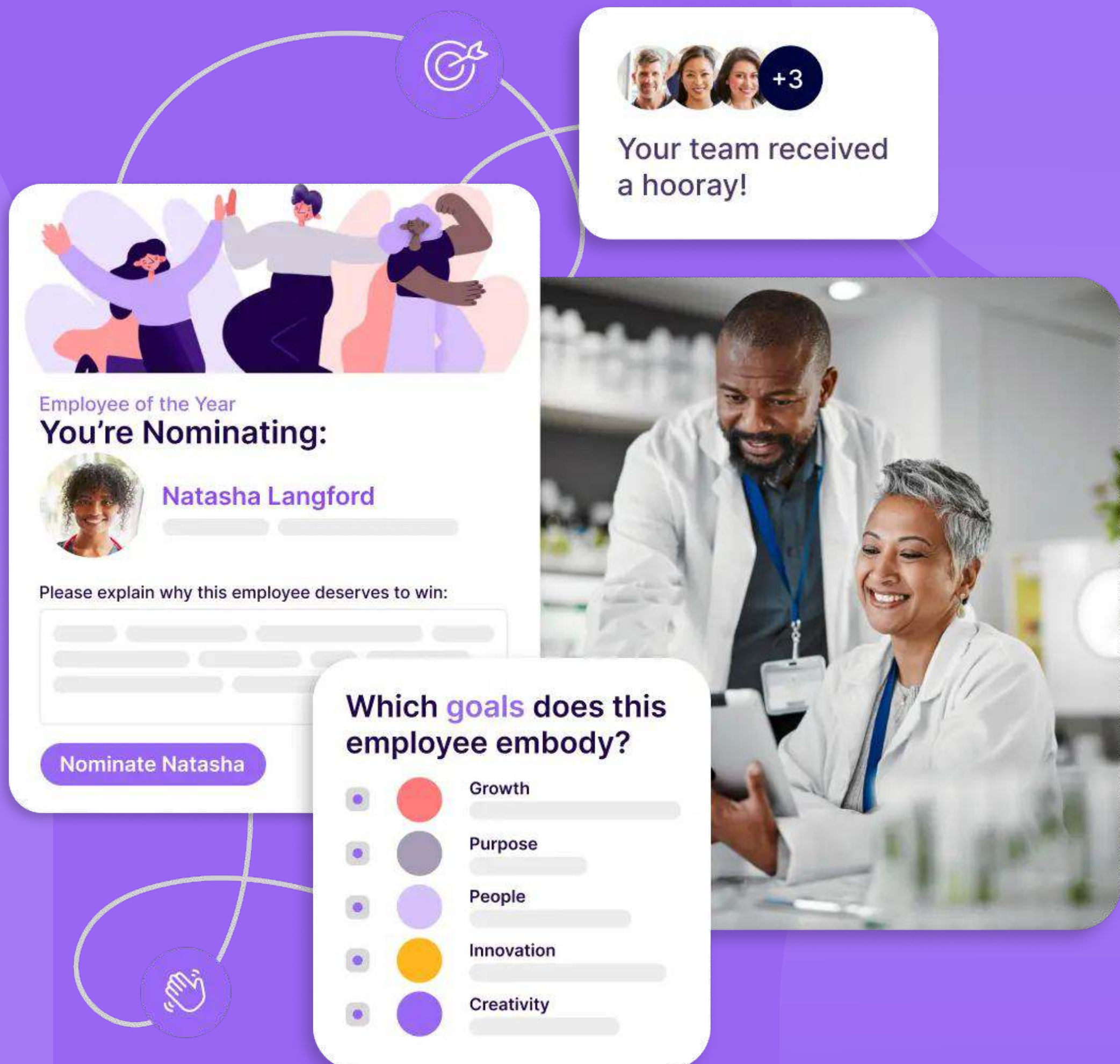


# The Role of Internal Comms in Addressing Healthcare Disengagement







We asked 1000 healthcare professionals across the globe about their employee experience, the challenges they face, and what keeps them motivated in 2024

(hint: it's not money)

### Here is what they said

Lack of recognition is a larger factor than low salary for frontline employee engagement, in particular for those working in healthcare settings. Our research shows that disengaged healthcare employees are four times more likely to quit their jobs.



What's going on, Tony?







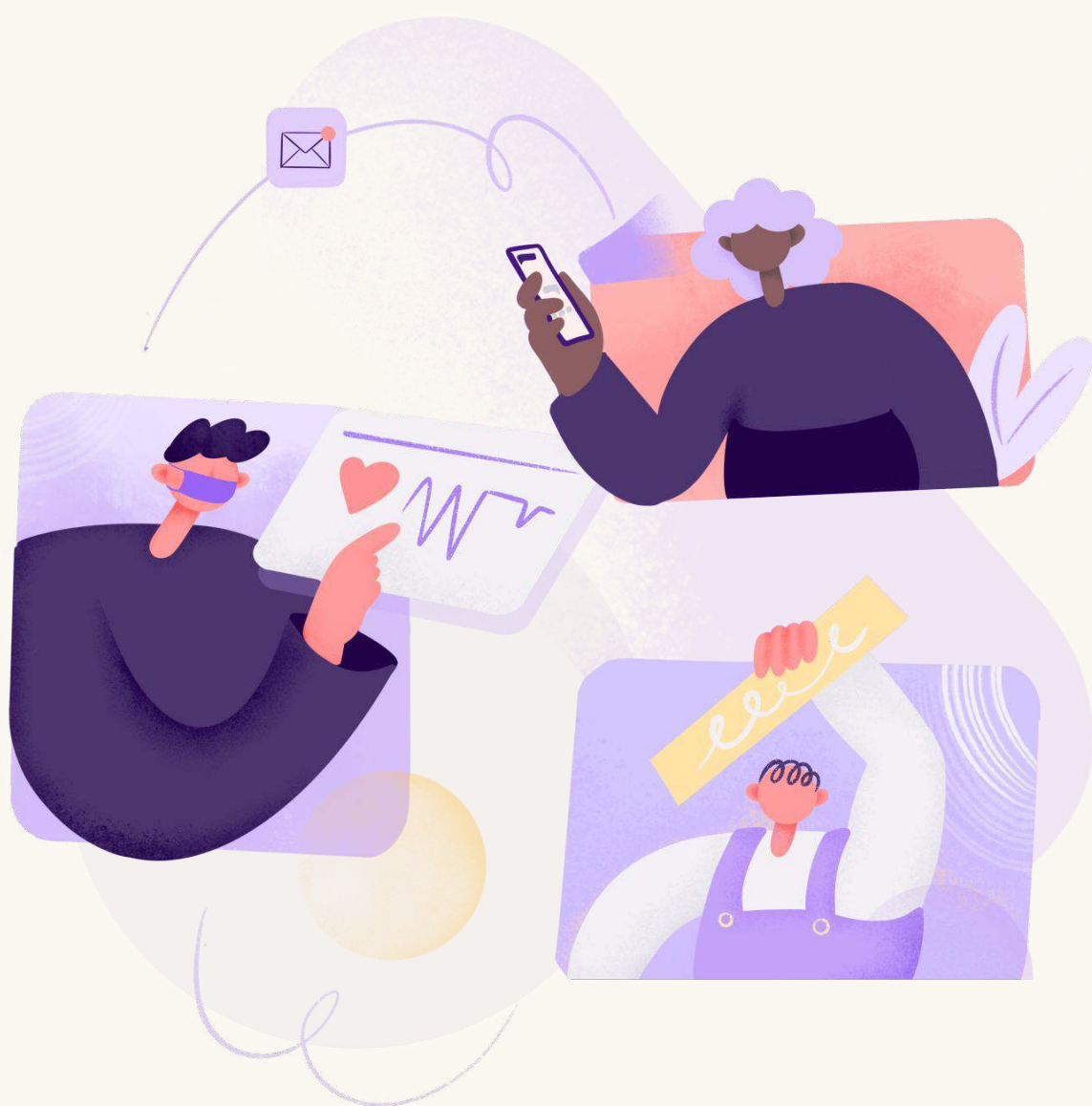
# Healthcare workers deserve a great employee experience, right?

That's a rhetorical question, but in case it wasn't obvious, the answer would always be 'right, of course they do.'

If you've ever needed medical attention – and unless you're some sort of superbeing, we're guessing you have – you know that effective training and engagement from those who give you care isn't just important, it's urgent.

That's why effective interaction between healthcare administrators, HR leaders, and frontline workers is so critical.

Our survey revealed that there is a crisis of disengagement sweeping our healthcare system in 2024. From a lack of recognition and community to poor engagement and communication, it's time to create healthcare settings that make life better for both employees and patients alike.







# Lets Dive Right In\*



**The Disparity Dilemma:**  
Highlighting the Disconnect



**The Unheard Voices:** Employee  
Feedback and Engagement



**Engagement and Turnover:**  
A Critical Correlation



**The Satisfaction Crisis:**  
End-of-Day Feelings Matter



**The Recognition Gap:**  
Perceived vs. Actual Appreciation



**Administrative Oversight:**  
A Different Perspective



**Workvivo:** The Digital Heart of  
Healthcare Organizations



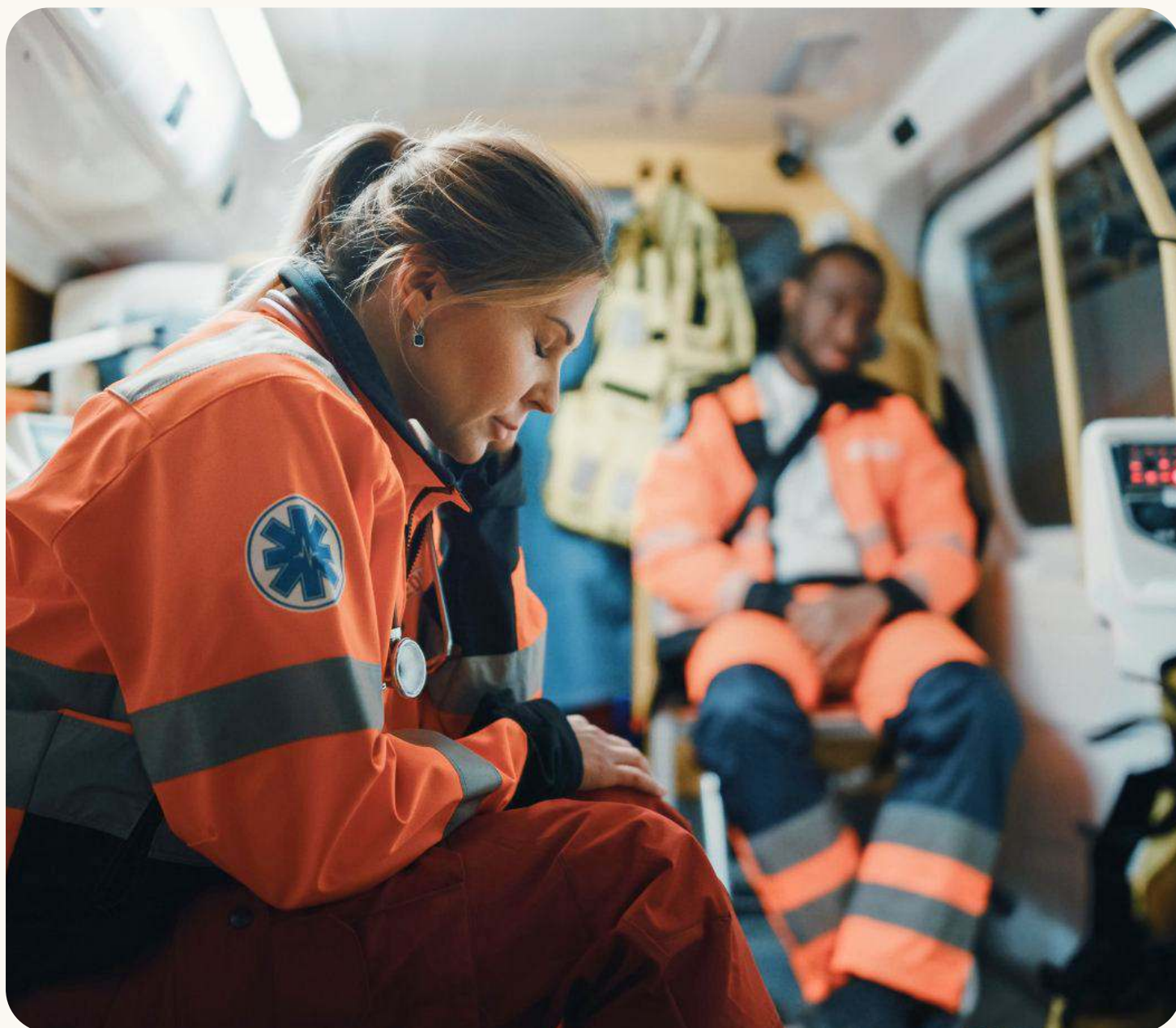
\*There are no page numbers because they're links, just click one to jump to that section. Click on our logo icon to come back here.





# The Disparity Dilemma: Highlighting the Disconnect

The healthcare industry faces a significant challenge in the form of a disparity dilemma. Our survey unveiled a startling contrast between the perceptions of HR leaders and administrators and the lived experiences of frontline healthcare workers regarding recognition and appreciation.

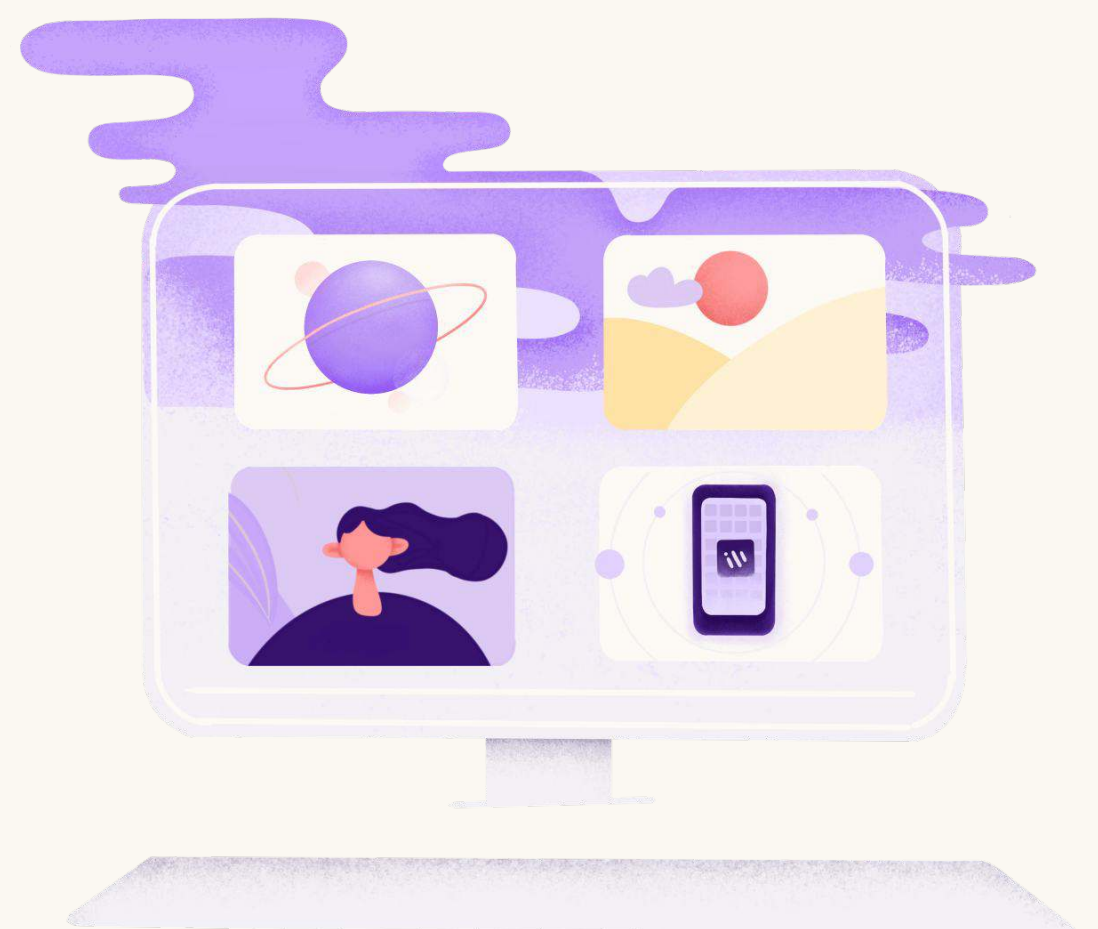


**64%** of frontline workers say they feel unrecognized

**33%** Only 33% of frontline workers feel appreciated

This disconnect not only undermines the morale of those directly involved in patient care but also highlights a broader issue of communication and understanding within healthcare organizations. Left unnoticed, this could have far-reaching implications for employee engagement, satisfaction, and, ultimately, patient care outcomes.

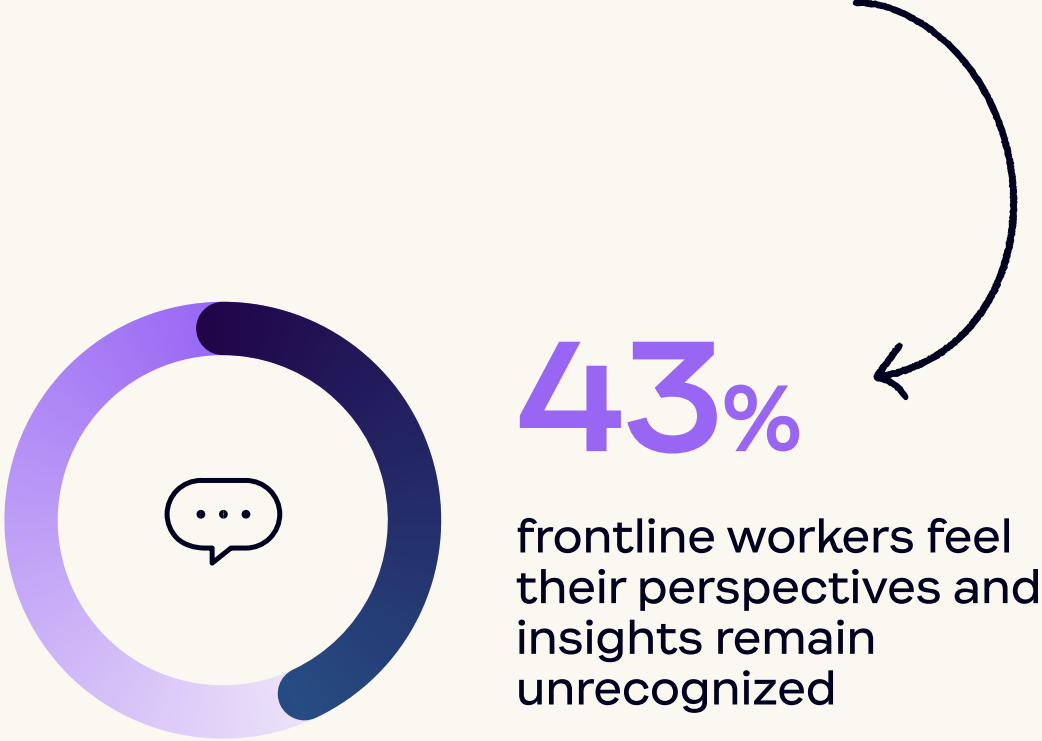
- **81%** of healthcare administrators say frontline employees feel recognized, but 64% of frontline workers say they feel unrecognized.
- **Only 33%** of frontline workers definitely feel appreciated at work.







# The Unheard Voices: Employee Feedback and Engagement



While healthcare workers focus on patient care, their own needs are often overlooked.

The result?

A whole lot of nurses, doctors, therapists, paramedics and more who feel their voices aren't heard. And who is likely to bear the brunt of disengagement? Patients, of course. But also healthcare leaders who will struggle to retain the talent they need.

Despite **90%** of healthcare administrators claiming to listen to employee feedback, an alarming **43%** of frontline workers feel their perspectives and insights remain unrecognized.

This feedback gap hampers improvement within healthcare facilities and contributes to a growing sense of disillusionment among those who are on the front lines of patient care.





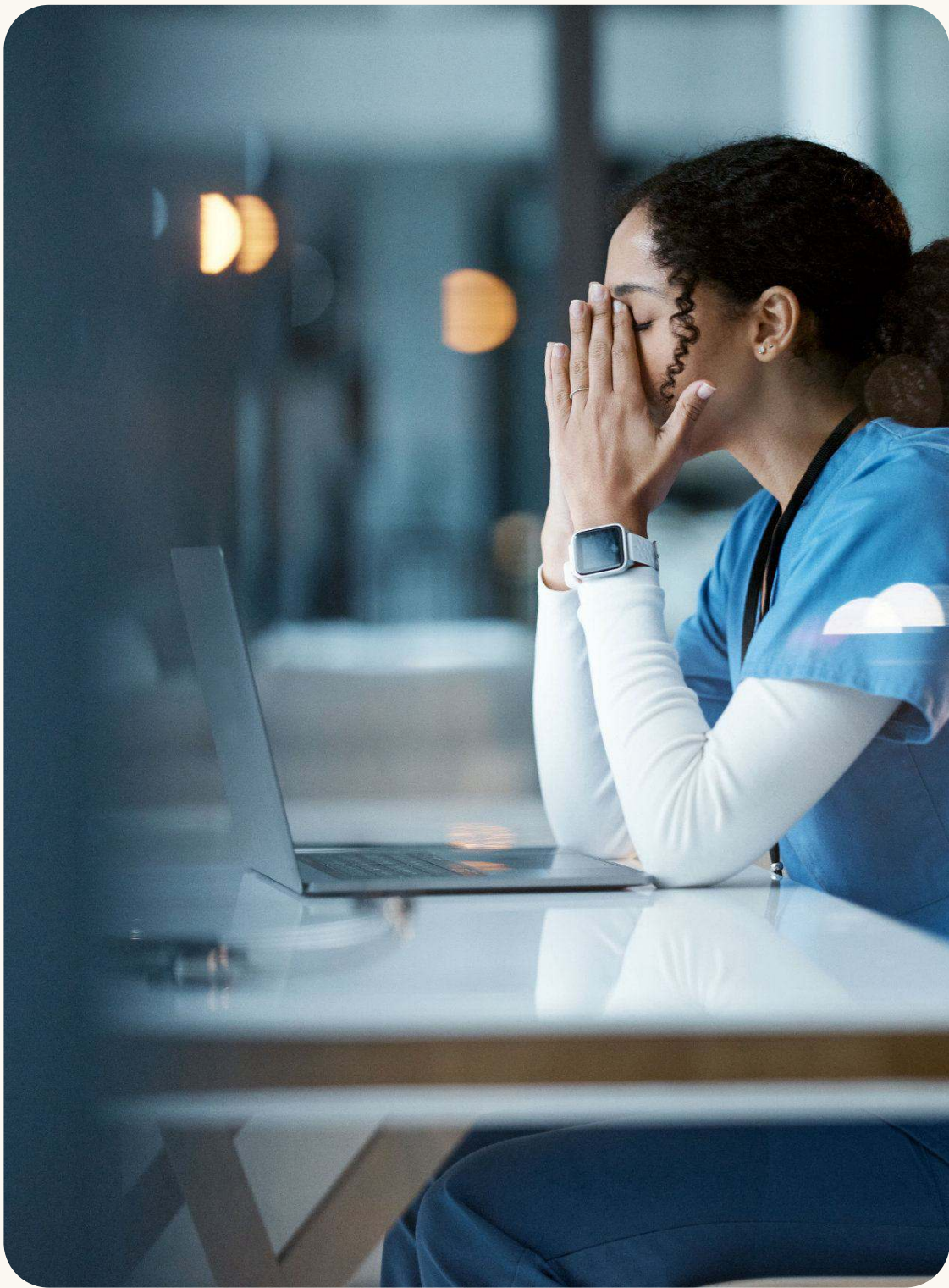


# Engagement and Turnover: A Critical Correlation



57%

of frontline healthcare employees aren't fully engaged in their job



The healthcare industry is currently grappling with the twin challenges of employee disengagement and high turnover rates, and both are threats to the stability and efficiency of healthcare delivery.

With 57% of frontline healthcare employees admitting to feeling disengaged and such disengaged workers being four times more likely to consider quitting, the stakes for addressing these issues are high.

Tackling these challenges means that healthcare leaders need to step up efforts to effectively communicate with workers, help them feel included and part of the culture, and keep them engaged.

## With that in mind, what are some of the root causes and consequences of disengagement and turnover?

- Lack of recognition and appreciation was cited as the number one reason for feeling disengaged with 72% of disengaged workers saying that lack of recognition is their #1 reason for feeling that way.
- 67% of frontline healthcare employees don't feel appreciated.
- Healthcare employees who aren't engaged are four times more likely to quit their job.
- 85% of highly unengaged frontline employees admitted to searching for a new job, compared to just 21% of engaged employees.
- 83% of frontline workers say feeling appreciated would make them want to stay at their current job.

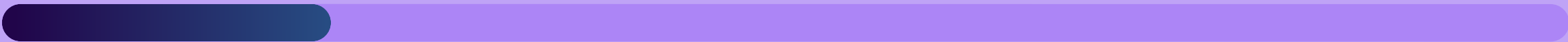






21%

highly engaged frontline employees are searching for a new job



85%

of highly unengaged frontline employees are searching for a new job



83%

of frontline workers say feeling appreciated would make them want to stay



67%

of frontline workers are likely to be looking for a new job within the next 12 months







# The Satisfaction Crisis: End-of-day Feelings Matter

When employees go home feeling frustrated and disconnected, they don't get excited about returning to work. The end-of-day feelings of healthcare workers carry real weight, not only for their own wellbeing but also for the overall morale and culture of healthcare institutions.

With only 18% of frontline workers feeling satisfied at the end of their workday, the industry is facing a satisfaction problem that demands immediate attention.

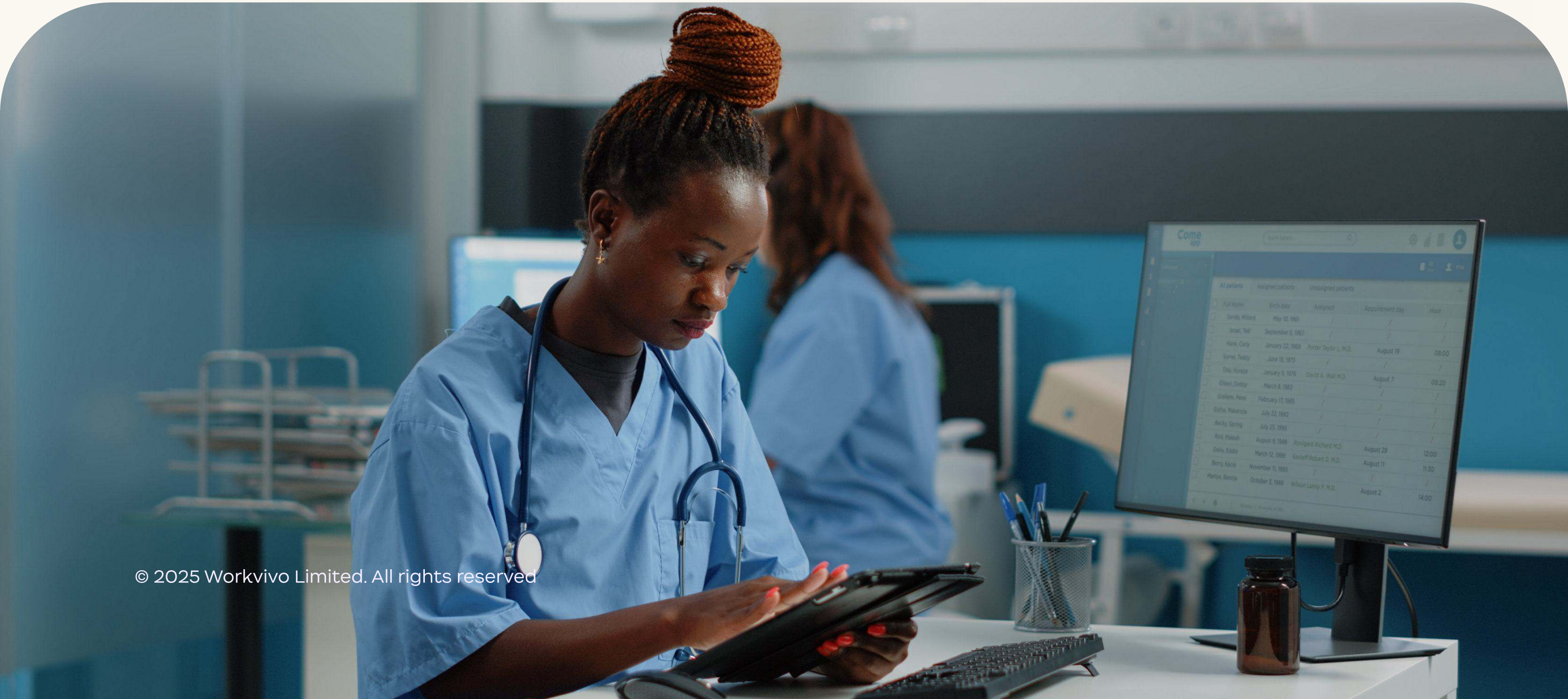
Healthcare leaders and administrators should focus on implementing targeted strategies to improve the experiences of their employees, day by day.

- Only 18% of frontline workers consistently feel satisfied when they go home at the end of the day.
- 85% of disengaged frontline employees say they rarely feel satisfied when they go home at the end of their workday.



85%

of disengaged frontline employees say they rarely feel satisfied when they go home at the end of their workday.







# The Recognition Gap: Perceived Vs. Actual Appreciation

During the COVID pandemic, the world was cheering for the heroic efforts of frontline healthcare workers, but those days are long gone.

72%

of unengaged frontline workers citing a lack of recognition as their top reason for feeling disengaged

Today, the gap between how much appreciation frontline workers feel they receive versus how much healthcare administrators believe they are giving is a serious challenge. This is known as the recognition gap.

Despite 72% of unengaged frontline workers citing a lack of recognition as their top reason for feeling disengaged, many healthcare administrators believe they have adequate recognition programs in place.

43%

of frontline healthcare workers say their voice isn't heard in their company

By providing genuine, meaningful recognition, healthcare organizations can foster a culture of appreciation that uplifts employees and clearly demonstrates their value to the organization.



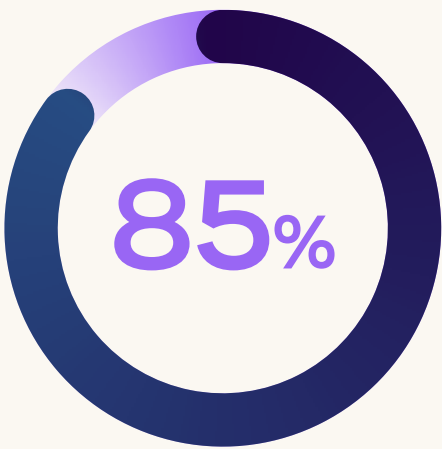
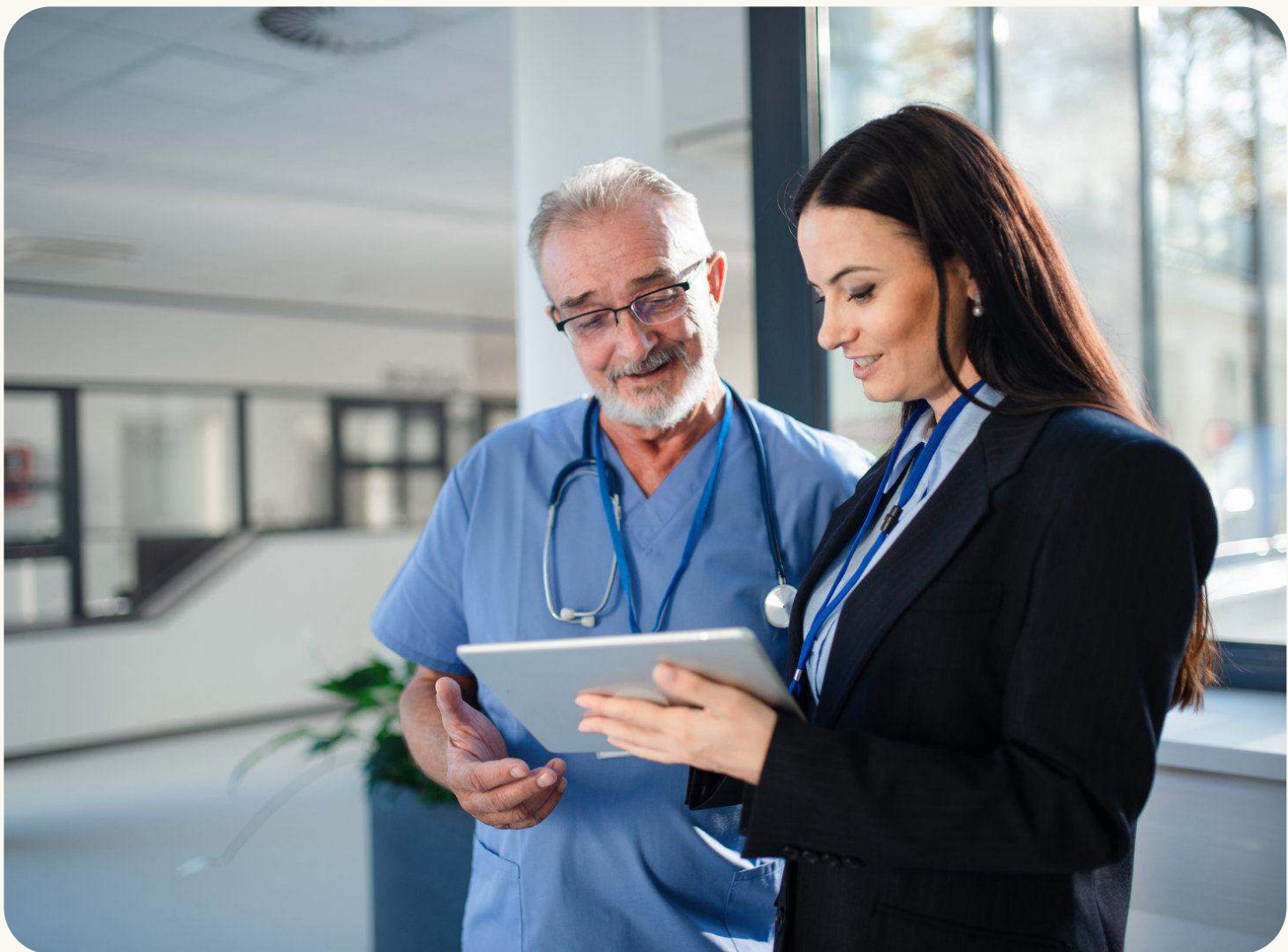
- **72%** of unengaged frontline workers say that lack of recognition is their number-one reason for feeling that way.
- **39%** of frontline workers feel forgotten about by their organization.
- Lack of recognition is a larger factor than low salary for frontline employee engagement.
- **43%** of frontline healthcare workers say their voice isn't heard in their company but 90% of healthcare administrators say they listen to employees' concerns/feedback.



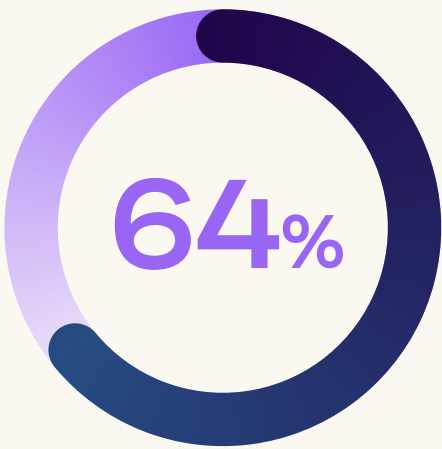


# Administrative Oversight: A Different Perspective

Healthcare administrators play a part in shaping the experiences of frontline workers, yet there often exists a disconnect between administrative perceptions and the realities faced by staff on the ground.



85% of healthcare administrators say all employees are treated equally



64% of frontline workers say they feel undervalued by superiors

With **84%** of healthcare administrators believing they have recognition programs in place, contrasted against 64% of frontline workers perceiving a lack of recognition, it’s obvious that perspectives need to shift.

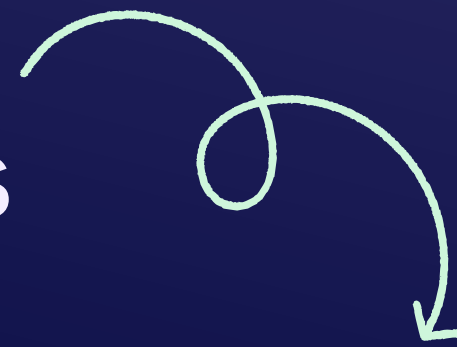
Through a more empathetic and responsive approach to leadership, healthcare administrators have the opportunity to transform organizational culture, promote a sense of belonging among staff, and improve the overall efficiency and effectiveness of healthcare delivery.

- **85%** of healthcare administrators say all employees are treated equally but 64% of frontline workers say they feel undervalued by superiors.
- **Only 37%** of healthcare administrators say their organization consistently fosters a sense of belonging with employees.
- **71%** of healthcare administrators say they contact employees on non-official apps like WhatsApp and iMessage about work-related matters, with 62% saying that their current official communication tools limit them from doing better in their roles





# The Digital Heart Of Healthcare Organizations

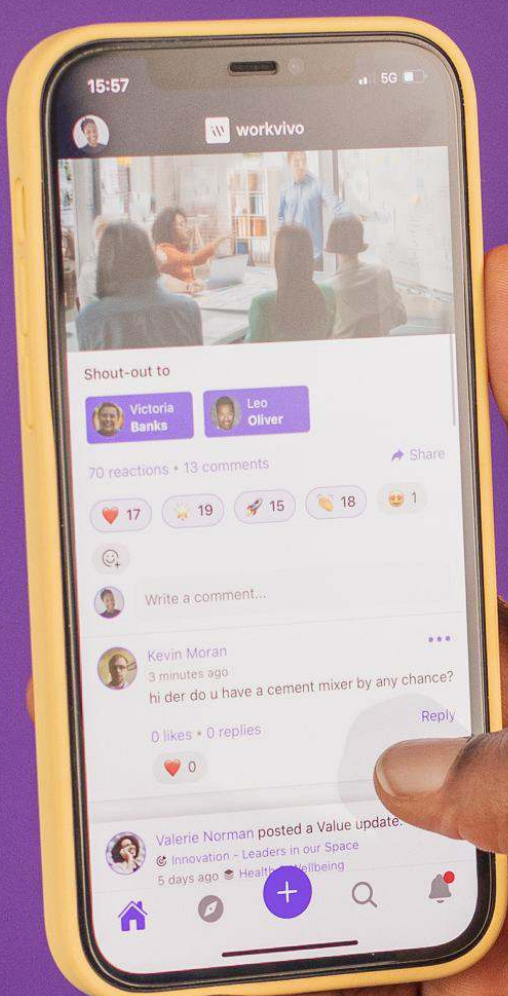


## Workvivo. Where Care Meets Connection.

Workvivo acts as the digital heartbeat of your organization, pulsating with life-saving stories, knowledge sharing, and community-driven engagement that fosters a purpose-driven culture. Envision a hub where every practitioner, whether in a hospital ward or onsite at an emergency has a common place to connect, collaborate, and thrive. Bring your mission to life digitally. Community building in the palm of your hands.

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## About this survey

Workvivo commissioned an independent research firm to survey 1,000 frontline healthcare workers and HR/comms/administrative leaders about how they communicate internally, and how that communication drives (or doesn't) a better working experience and growth. The margin of error for each group respectively is +/-4% at the 95% confidence level.

## Who answered our survey?

- 100% were currently employed in the healthcare industry
- 100% of frontline workers currently work with patients as either a caregiver or interfacing with them in another way
- 100% of healthcare leaders had responsibility for interacting with and managing frontline workers





[workvivo.com](https://workvivo.com)