

Culture First

EMPOWERING EMPLOYEES IN HEALTHCARE



workvivo
by zoom



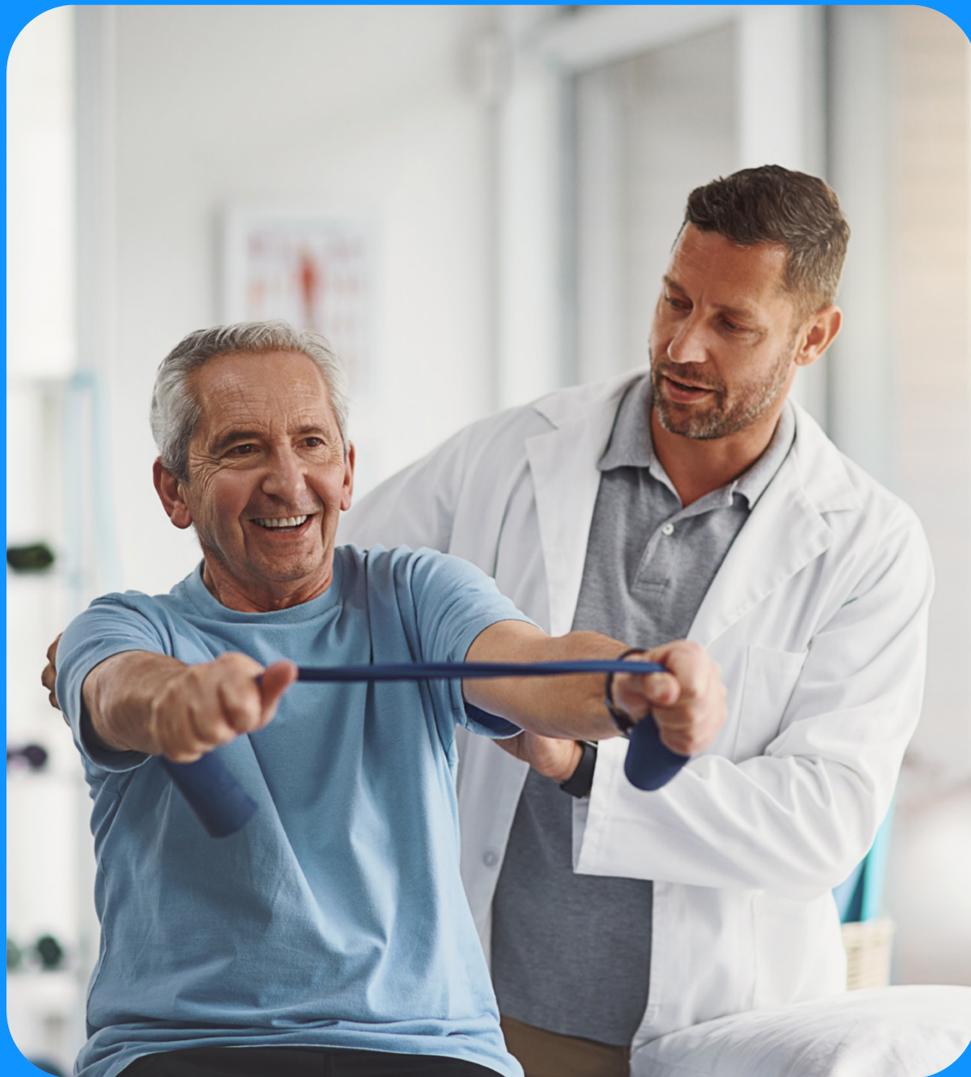
TABLE OF CONTENTS

INTRODUCTION	AN INDUSTRY AT A CROSSROADS	03
HEALTHCARE INDUSTRY OVERVIEW		06
THE BIGGEST CHALLENGES IN HEALTHCARE		09
THE 4-POINT HEALTHCARE SOLUTION	CREATING A CULTURE OF CARE	14
TOOLS AND TECH	THE PRESCRIPTION FOR PROGRESS	20
CONCLUSION	ONE COMPANY, ONE CULTURE	24
ABOUT WORKVIVO		25



01. INTRODUCTION

AN INDUSTRY AT A CROSS-ROADS



For healthcare, it is the best of times, it is the worst of times.

In purely financial terms, the industry should be popping the champagne. Healthcare is a rapidly growing sector of the world economy, with the global healthcare services market expected to reach [\\$11.2 trillion by 2029](#) at a compound annual growth rate of nearly 4.9%. The digital health market, in particular, is soaring, with a projected market cap of over [\\$660 billion](#) by the end of 2025.

Here's the rub, though: at the same time healthcare needs are skyrocketing, healthcare organizations are facing a mass exodus of quality workers and a dwindling pool of qualified candidates to replace them. Just as AI and digital health technologies are promising to usher in a new era of medical advancements, the skilled professionals needed to transform the system while maintaining a high standard of quality are burning out faster than they can be replaced – or never entering the medical field in the first place.



Although healthcare systems vary wildly by country, the top concern of any healthcare business should be helping patients. **And right now, there are a lot of challenges getting in the way of healthcare organizations' ability to provide the kind of care their patients deserve.**



Costs are rising year over year, forcing providers to reduce services, delay infrastructure improvements, and curtail hiring. Rising costs also prevent patients from seeking and receiving the care they need in a timely manner, which can become a drain on the system when those patients end up in emergency rooms.

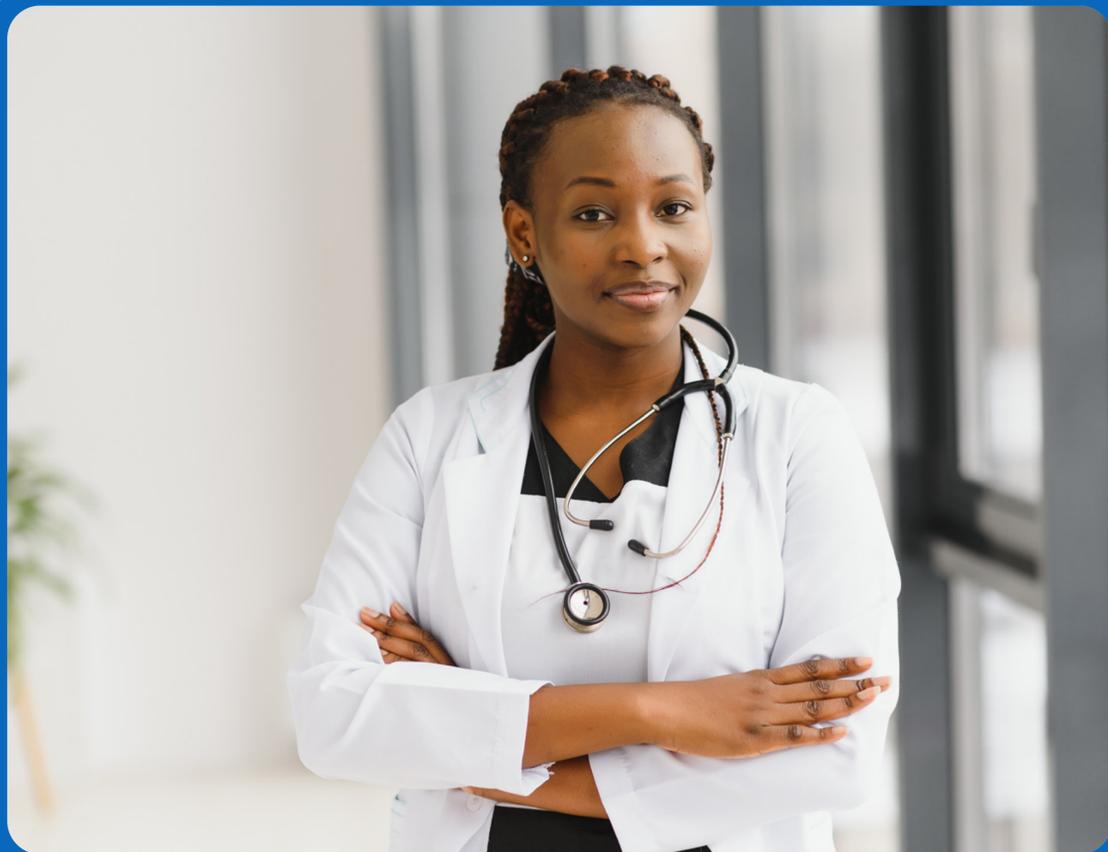


Miscommunications during handoffs and other critical care moments can result in harmful consequences and malpractice suits. It's estimated that as many as 80% of serious medical errors stem from miscommunication between caregivers during patient handoffs.



The industry is facing worker shortages, making it more difficult to provide quality and timely patient care. Many organizations are hiring temporary workers to fill in gaps, which is both expensive and a potential impediment to building coordinated, well-oiled teams that know how to work well together.





The healthcare organizations who understand how to **attract, develop, and retain expert talent** while **fixing dangerous communication gaps** will **drastically improve patient outcomes** while building **sustainable, cost-effective operations** that can **continue to evolve** as medicine and treatments improve amid a growing need for patient care.



In this guide, we'll explore the **challenges and concerns** facing the healthcare industry today and the often-overlooked solution for attracting and retaining talent, meeting patient needs, and setting your employees up for success: **culture**.

We'll see how a strong company culture is the **secret advantage** that can elevate your business above the competition, and we'll offer **actionable steps** to help leaders build a resilient, dependable workforce that is equipped to take on the challenges of the future.

~
/e



02.

HEALTHCARE INDUSTRY OVERVIEW



Diagnosing healthcare

Healthcare businesses must walk a difficult line. On one hand, they're services for the public good, full of dedicated employees who are committed to helping people, and patients who need to be respected and cared for. On the other hand, they're still businesses, with a responsibility to pay their workers a reasonable wage while turning a profit for investors and shareholders. Right now, the industry is facing major challenges that are making their position even more precarious than ever.



Spending spirals

Healthcare costs are rising sharply around the world due to inflation, demand, and changes in government policies. In the U.S., where healthcare coverage is an ongoing political football, medical cost trends are projected to rise at 8.5% for group markets in 2025. The high cost of care causes premiums to rise, which results in healthcare being less accessible to middle- and lower-income consumers, which inevitably increases costs for everyone as these patients turn to emergency rooms or hold off on seeking care until it's too late.



Communication complications

Clear, accurate communication is vital to healthcare. Every patient is their own ecosystem of prescriptions, symptoms, diagnoses, pre-existing conditions, and more, and the cost of inaccurately communicating one small piece of information can be deadly. Healthcare's communication problems are hard to overstate; an investigation of 23,000 medical malpractice lawsuits found that nearly one-third of them were the result of poor communication.



Staff shortages

The impact of COVID-19 is still being felt across the industry, with doctors and nurses transitioning into other jobs to avoid ever having to relive the terror and confusion of those days. The difficulty providers have finding permanent employees has led to a huge uptick in temporary staffing, which can cost up to three times more than full-time staff while providing patient care that can lack consistency and comprehensiveness.



The state of healthcare at a glance.

10 MILLION 

If current trends continue, a shortage of 10 million healthcare workers worldwide is predicted by 2030.

80%



of healthcare executives cite talent shortages as a top challenge.

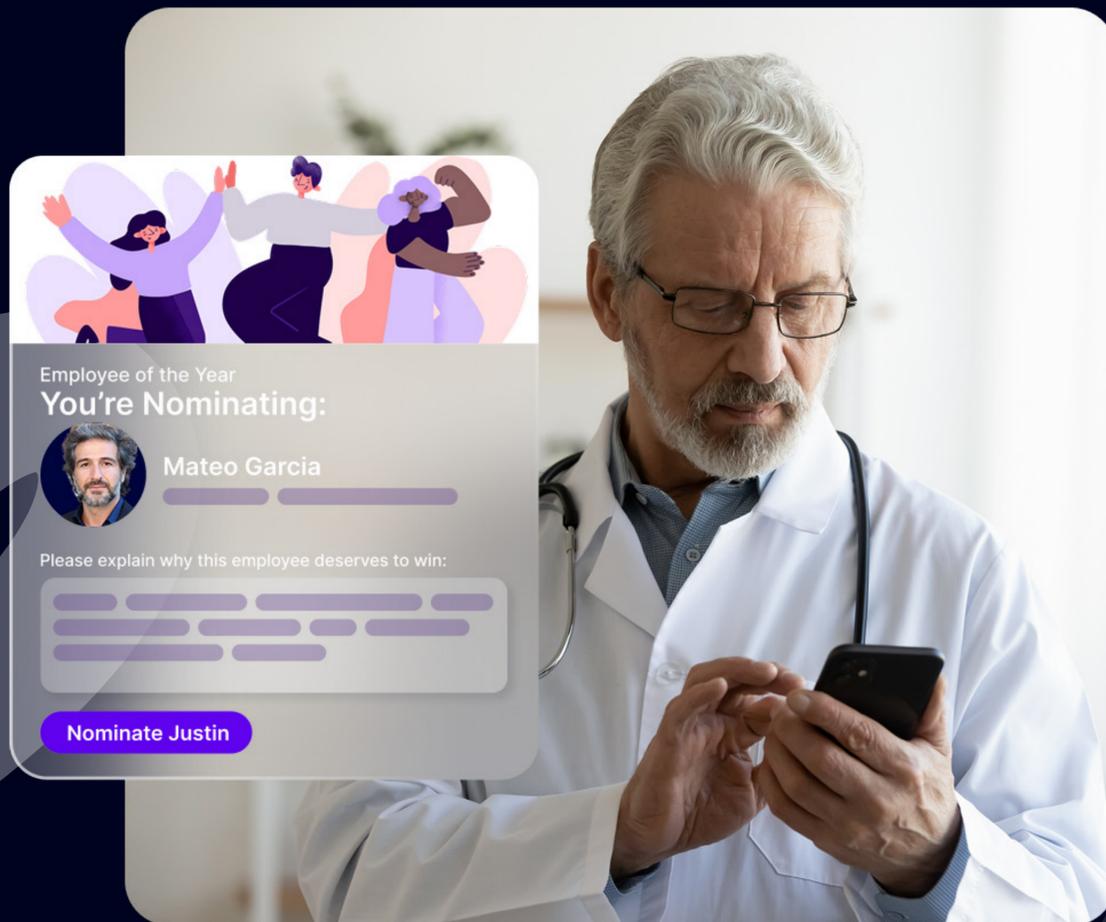
50%



of all healthcare executives expect digital technologies will have a "significant impact" on their business in 2025.



Although there are many factors impacting healthcare (like politics, population growth, and the economy) that are out of providers' control, one thing healthcare companies can control is the environment they provide for their workers.



To adapt and adjust quickly to the healthcare needs of a rapidly changing world, you need employees who are resilient, flexible, and up-to-date on the latest technologies. And the way to build that workforce is through your culture.



03.

THE BIGGEST CHALLENGES IN HEALTHCARE



Taking healthcare's temperature

In healthcare, a consistent, dependable workforce saves lives. But building that workforce and keeping them on the right track is a big challenge for healthcare providers. Some of the problems that healthcare companies encounter include:



The long-tail effects of the pandemic on healthcare workers' mental health and motivation.

Communication challenges that harm workers' ability to care for their patients.

Hurdles to digital transformation that could increase efficiency and flow of information

Critical shortages of healthcare workers and difficulty getting new hires up to speed quickly.



Let's take a closer look at these challenges and the impact they have on your business.



CHALLENGE 01

Healing the healers

The pandemic was not an easy ride for any of us, but it had an especially acute impact on the people at the front of the frontlines: medical professionals. During the height of the crisis, healthcare workers were risking their lives every day in circumstances that would challenge the most courageous of us. And as is common in a traumatic situation, when the crisis subsides, the after-effects kick in. Nurses, doctors, and other healthcare professionals left in droves, forever changed by what they'd been through and ready for careers that did not make them feel like every shift might be their last.

THE IMPACT

Patient care quality suffers when experienced nurses and physicians leave. As good as the remaining staff may be, they often have to deal with an unsustainable increase in patient loads, which leads to careless mistakes that can have severe impacts.

Patient care is something that can't be adequately taught in a classroom alone; internships and on-the-job guidance from experienced professionals are critical to training the doctors and nurses of tomorrow. When older workers leave, younger workers don't have the mentors and supervisors they need to pass down the tricks of the trade.



610,000+

experienced nurses are considering leaving within the next five years.



Healthcare workers experience higher rates of depression and anxiety than many other professions.



CHALLENGE 02

We really need to talk

In other industries, poor communication can result in lost business and profits. In healthcare, poor communication can result in lost lives. The issue most often occurs during shift changes, when information is neglected or miscommunicated between incoming and outgoing staff. And while training doctors to take legible notes may be an impossible task, improving communication across the org is a fixable challenge that should be on every healthcare organization's radar.

THE IMPACT

Miscommunications during handoffs lead to easily preventable medical errors that can have harmful consequences for patients. When these errors are big enough to have an impact on a patient's health, it creates a massive malpractice liability for the entire organization.

Inefficient communication workflows waste an estimated two to three hours per nurse per shift, reducing direct patient care time while wasting money.

80%

of all adverse events result from miscommunication during handovers.



\$1.7 B

in malpractice costs in the US can be attributed to communication.



CHALLENGE 03

Drowning in paper

While most of the world has moved to cloud-based apps and platforms, much of the healthcare industry still operates in a world of fax machines and filing cabinets. The slow adoption of modern technology is not just due to stubbornness; government regulations around security and patient records can make it difficult for hospitals and clinics to modernize. But regulations can also be used as an excuse to stick to the status quo, rather than adopting solutions that may require training but will inevitably improve operations.

THE IMPACT

Lost productivity. A dependence on manual processes creates inefficiencies, particularly when trying to coordinate between different teams and companies that are all using their own communication and tracking methods. The lack of coordination can also impact patient care, causing vital information to be lost in the shuffle.

Difficulty attracting the workers the healthcare industry needs to evolve. Tech gaps make healthcare organizations less attractive to younger, digital-native workers who want to work in tech-forward environments.

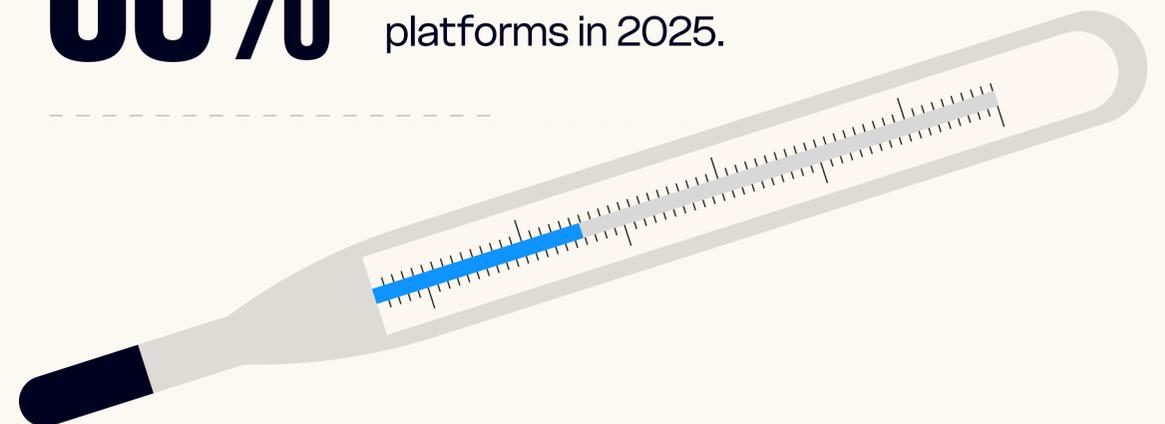


63%

of global healthcare workers report having to rely on outdated technology.

36%

Only 36% of healthcare execs plan to invest in technology platforms in 2025.



CHALLENGE 04

Too much work, not enough workers

The healthcare industry is facing a critical worker shortage that's only getting worse. If the situation doesn't turn around, it's anticipated that the industry will be short [10 million workers](#) by 2030, as the population ages and the need for workers grows. And when hospitals are short on staff, the workers who remain get shortchanged, too busy putting out fires to engage with the training they need to keep improving.

THE IMPACT

Understaffed hospitals and undertrained workers lead to worse patient outcomes. They experience higher readmission rates and mortality. In some areas, hospitals are forced to stop providing services that were once commonplace, like obstetrics, due to a lack of qualified staff.

Higher costs. Understaffed organizations often supplement their workforce with temporary staffing solutions. These temp workers are expensive, increasing operational costs, while adding a layer of distance between organizations and their employees that can harm patient care.



80%

of healthcare execs anticipate workforce challenges like hiring difficulties and talent shortages in the coming years.



1.4%

After increasing their primary care physician workforce by 12%, Brazil saw a 1.4% decrease in mortality.



04.

THE 4-POINT HEALTHCARE SOLUTION: BUILDING A CULTURE OF CARE



The force that motivates people to work in the healthcare industry is right there in the name: care.

Healthcare practitioners and workers are moved by a profound desire to heal, comfort, and save lives. They understand the gravity of what they do, being present during both the most wonderful and difficult moments of people's lives – births, diagnoses, recoveries, and final goodbyes. They perform vital, life-saving and life-changing work, and they deserve to be respected and provided with the communication tools, safety systems, and support they need to deliver excellent patient care.



To attract and retain the expert clinical talent needed to deliver quality patient care in an era of unprecedented change and demand, healthcare companies must invest in **HIPAA-compliant communication platforms** that **prevent medical errors** and **support staff wellness**. They must build a **connected, purpose-driven culture of care** that makes healthcare workers feel **valued and empowered** to provide the **compassionate service** they entered healthcare to deliver.



We propose a 4-point solution to create a culture of care:

01

• Eliminate communication gaps that put patients at risk with HIPAA-compliant communication tools and clear processes.

02

• Address employee burnout through peer support, increased opportunities for employee engagement, and mental health resources.

03

• Unite staff behind your organization's mission, reminding them of the purpose behind what they do and the impact they have on patients.

04

• Invest in technology to improve workflows and communication, replacing outdated devices and systems with secure, mobile-first platforms.



SOLUTION 01

Get hands-on with handoffs

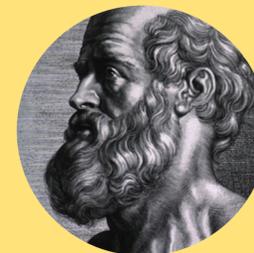
The impact of communication gaps on patients and businesses is troubling and unsustainable.

Improving your communication protocols and capabilities to make sure every worker has accurate, secure information about every patient at all times should be priority #1. The stakes are so high, particularly during patient handoffs, that even a few small miscommunications here and there can have disastrous consequences. Healthcare organizations need a holistic approach that involves changes to your tech infrastructure, your workflows, and your culture.

HOW TO DO IT

Create standardized processes for patient status updates between shifts, including mandatory confirmation protocols and read-receipt systems to ensure the intended recipients have seen the information they need to know. These processes should include comprehensive audit trails and delivery confirmation for critical patient information, so administrators can track communication patterns and identify potential failure points before they impact patient care.

Implement a structured, HIPAA-compliant employee experience platform to share patient statuses, medication changes, and care plan updates between all team members. Train your employees how to use these tools systematically to ensure they're going into every patient interaction with the correct information.



Declare the past, diagnose the present, foretell the future.

Hippocrates



SOLUTION 02

From burned out to checked in

People who go into healthcare are under no illusions; they know it can be difficult, taxing, stressful work.

Under normal circumstances, that stress is balanced by the rewards of being able to help people heal and recover. But the scales tipped for many healthcare workers during the pandemic, when the risks were high, appreciation was low, and conditions were challenging, to put it mildly.

Although we're no longer living under pandemic conditions, this period had a profound impact that can still be felt by many healthcare workers. And addressing burnout is going to require more than just a day off or an appreciation party. It demands a fundamental shift in how you approach mental health issues in the workplace, with programs and initiatives aimed at improving employees' work lives and fostering genuine connections between colleagues.

HOW TO DO IT

Use your employee experience platform to create confidential peer support networks for mental health resources, in conjunction with HR programs designed to reduce the stigma around talking about mental health. Provide crisis intervention systems and wellness check-in tools to help workers navigate difficult periods.

Transform the daily work environment by reducing administrative burden, providing comfortable break spaces, offering flexible scheduling when possible, and creating opportunities for social connection between colleagues. Your team can make or break your work experience, and fostering a positive social environment can go a long way toward making employees feel more engaged, which will in turn improve patient outcomes.



There's no such thing as failure, there's just giving up too soon.

Jonas Salk

Inventor of the polio vaccine



SOLUTION 03

Mission: critical

In healthcare, it can be easy to feel overwhelmed by the repetitive nature of daily tasks like managing patient loads, documenting care, and navigating the baffling bureaucracy of private health insurance.

Getting hung up on the daily grind is a surefire way to lose sense of the bigger picture, which can make it difficult to find the joy in your work. Find ways to remind your team why they're here in the first place, showing your staff the impact of their jobs on patients and the company and how their individual contributions fit into the larger mission of healing and saving lives.

HOW TO DO IT

Share patient success stories and recovery outcomes in both internal and external communication channels, highlighting individuals and teams for the impact they've made on their patients and demonstrating how their expertise and compassion directly contributed to positive patient outcomes.

Use your recognition channels to celebrate the contributions of everyone across the organization, from custodial staff to cafeteria workers to doctors and nurses to administration. Your organization is a web of people working together, and all workers play an important role in creating a culture of care.



The practice of medicine is an art, not a trade; a calling, not a business; a calling in which your heart will be exercised equally with your head.

William Osler

Creator of the first physician residency program



SOLUTION 04

Transform your tech

Healthcare's reliance on outdated communication methods like pagers, fax machines, and good old-fashioned paper isn't just inefficient; it's dangerous.

In an era when patients expect seamless, coordinated care, healthcare organizations that fail to invest in modern, secure communication technologies put both patient safety and operational efficiency at risk. The goal isn't to replace human expertise with technology, but to give healthcare workers the digital tools they need to focus on what they do best: caring for patients.

HOW TO DO IT

Deploy HIPAA-compliant mobile communication systems accessible at point of care, enabling instant, secure messaging between physicians, nurses, specialists, and support staff without compromising patient privacy. Integrate your existing EHR/EMR (Electronic Health Record/Electronic Medical Record) systems for seamless clinical workflows, ensuring that communication tools work within established clinical processes rather than creating additional administrative burden.

Invest in training and upskilling to help your staff feel comfortable with digital tools and how to use them to spend more time helping patients and less time hunting for information. Make communication a big part of YOUR internal messaging, reinforcing how important it is for staff to get the right information, every time.



Today, the only thing that is permanent is change.

Dr. Charles H. Mayo
The Mayo Clinic



05.

TOOLS AND TECH: THE PRESCRIPTION FOR PROGRESS

The continued reliance on communication tools of the 1980s notwithstanding, healthcare has actually introduced a number of technological advances in recent years that are having a big impact on physicians' ability to diagnose and prevent illness.

Notable innovations include:



Continued refinement and advances in minimally invasive surgical techniques that offer faster recovery times, fewer side effects, and reduced pain.



The return of house calls with telemedicine for routine care and check-ins, making visits faster and cheaper for patients and more efficient for providers.



Use of genetic testing and predictive analytics to help identify patient risks before complications develop.



Improvements in interoperability standards that make it easier to share critical patient data between offices and providers.



Remote patient monitoring tools that allow patients with chronic illnesses or long recovery times to live at home while receiving the same level of attention as on-site patients.



Generative AI assistants to help clinicians keep patient notes organized and synthesize critical information.



Innovations like these produce better patient outcomes while creating new challenges for healthcare providers – namely, how to train your staff to incorporate new techniques and equipment into their routine?



Training can be especially difficult to prioritize when organizations are understaffed or reliant on temporary workers who may not have as much incentive to help the organization grow.

The solution? Don't just hold more trainings, change the way you're doing them. Make education an ongoing part of the job, using your communication channels to keep workers up-to-speed about new techniques and equipment. By making education a regular part of how you interact with your staff, you'll acclimate employees to the idea that their work is constantly evolving, so they'll feel comfortable moving quickly to learn new technology and techniques.

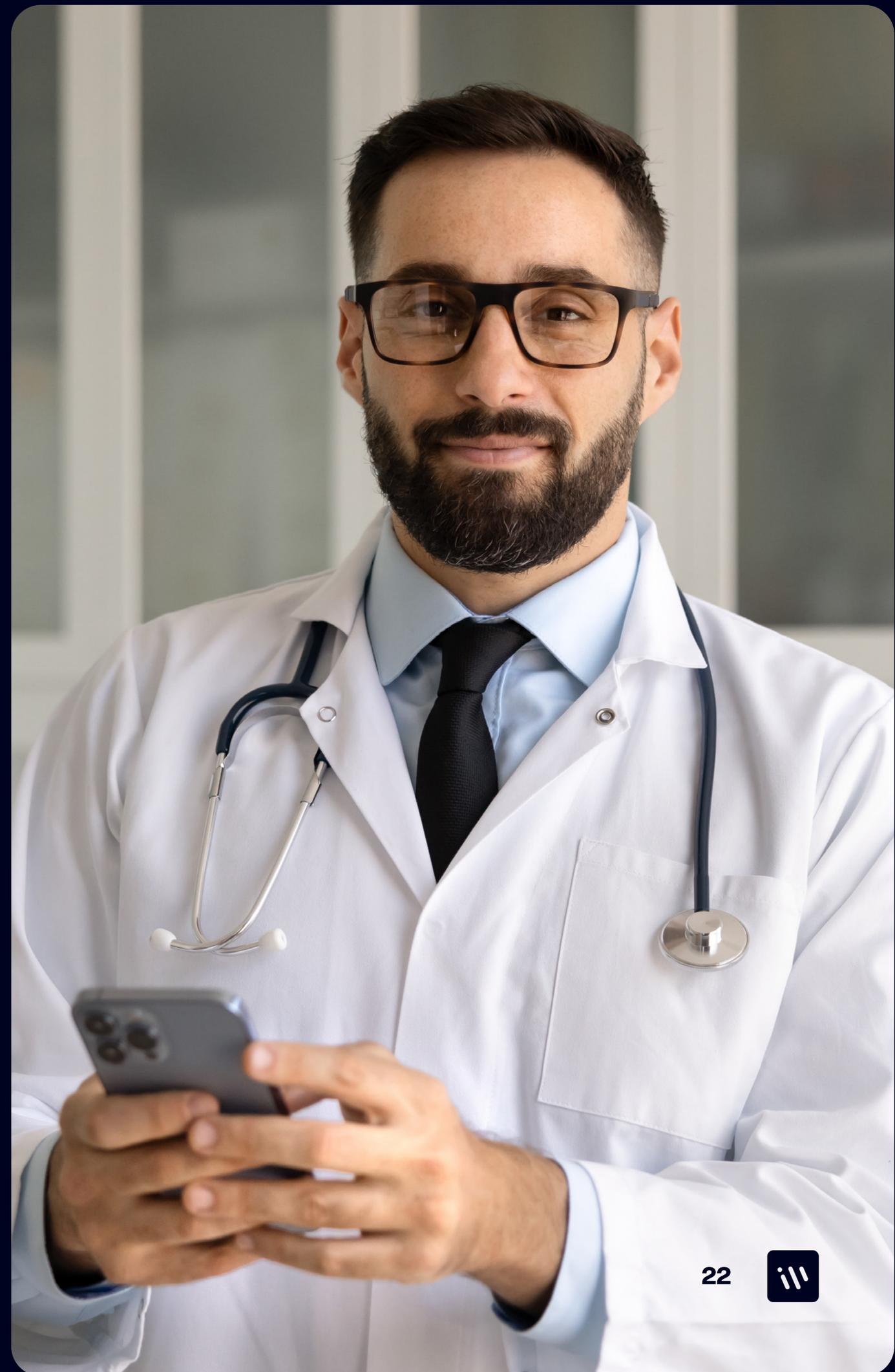




Better tools for better patient outcomes

Although there's no shortage of dire predictions around the impact AI will have on workers, history shows us that new technology tends to create more jobs than it destroys. AI may improve our ability to diagnose and treat illness, but healthcare will always need people to see those treatments through and use the unmatched power of human judgment to help people make critical medical decisions. (After all, Star Trek may have had advanced tools in its sickbay, but it still needed Dr. Bones to put them to proper use.)

Healthcare has never been about the tools, but about how people can use those tools to improve patient outcomes. Putting patients first starts by supporting the healers. Create an environment where clinical excellence thrives through reliable communication, peer support, and technology that enhances caregivers' abilities to do their jobs rather than becoming just another thing they have to deal with.



This means implementing tech solutions that:

- ★ Make it easier to coordinate between multispecialty care teams.
- ★ Help caregivers connect with remote and distributed coworkers to increase their knowledge base.
- ★ Eliminate communication silos for more unified and cohesive patient care.
- ★ Enable secure, HIPAA-compliant communication across all departments and shifts.
- ★ Provide structured handoff tools preventing medical errors.
- ★ Facilitate peer support networks and mental health resources for workers.
- ★ Integrate seamlessly with existing clinical systems and workflows.
- ★ Include audit trails and compliance tracking for regulatory requirements.
- ★ Help the entire organization connect around a shared mission of patient-centered care.



64%

of consumers prefer virtual care to in-person visits.

40%

of global health systems reported that they've already seen moderate-to-significant returns on generative AI investments.



06. CONCLUSION

ONE COMPANY, ONE CULTURE

The healthcare companies that are able to overcome the industry's communication challenges and build a flexible, adaptive workforce are the ones that will be in the best position to succeed as the population ages and the need for quality healthcare increases. Upgrading your tech stack, upskilling your workers, and uplifting your culture are all critical to building an environment that draws new talent in rather than forcing dedicated employees out.

The key to attracting and retaining skilled workers, improving communication, increasing operational efficiency, and reducing dangerous errors is to create a culture where every team member feels connected to something bigger than their individual role.



This means:



Improving internal comms to help everyone in your org feel a connection to the important work they're doing and a sense of value, pride, and appreciation from the organization.



Implementing error-prevention communication systems that protect patients and reduce liability so workers feel less stress around getting every detail right and more freedom to help patients recover.



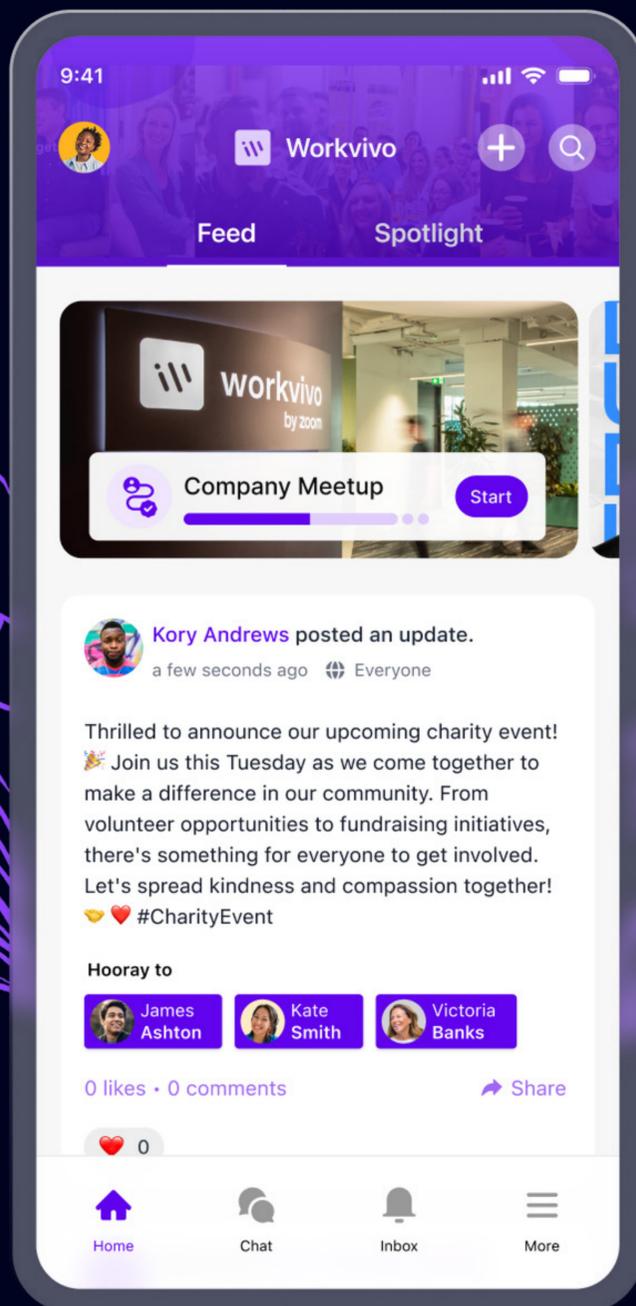
Creating peer support networks to help employees feel less isolated and give them important tools for dealing with stress and depression.



Investing in technologies that make it easier for workers to do their jobs so they can focus on making a difference instead of getting caught up in red tape and redundant paperwork.

By building a culture of care, you won't just improve employee retention, well-being, and job satisfaction. You'll create the operational advantage that will help your organization thrive in a sector where a knowledgeable, compassionate workforce can literally make the difference between life and death.



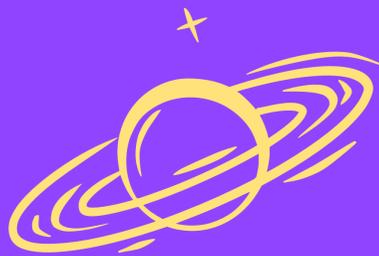


07.

About Workvivo

Workvivo is the all-in-one employee experience platform built to meet the complex needs of healthcare organizations. From the frontline to the home office, Workvivo provides a centralized digital hub that brings communications, culture, and operations together in one intuitive mobile experience.





With no email required, workers can access updates, resources, and recognition from anywhere – whether in the office, at the hospital, or between shifts. Workvivo supports real-time coordination and visibility across teams through powerful, easy-to-use tools and features, including:

Chat (1:1 and Group)

Enable HIPAA-compliant, real-time communication between physicians, nurses, specialists, and support staff with patient-centered conversation threads – eliminating dangerous delays that contribute to medical errors.

Voice and Video Calling

Supports urgent escalation and direct communication between administrators, nurses, or technologists, for those times when chat isn't enough.

Digital Forms (Coming Soon)

Enable digital patient handoff tools with interactive checklists, care plan updates, and critical information tracking, preventing the miscommunication that causes 80% of serious medical errors.

Document Storage

Give teams everywhere easy access to resources, protocols, training docs, and records, right from their phones.

Surveys & Employee Insights

Collect instant feedback from frontline teams, by location, role, or shift, to surface operational issues, engagement drivers, or training gaps.

Advanced Analytics & Sentiment Analysis

Combine structured survey data with platform interaction trends to spot sentiment patterns and surface early warning signals across departments or teams.

Workvivo AI 'Ask'

Let employees instantly find policies, procedures, or shift updates using natural language, saving time and reducing reliance on managers for answers.

Workvivo TV (Digital Signage)

Share important messaging with rotating updates, alerts, and recognition displayed in break rooms, offices, and other common areas.

Workvivo Livestreams

Reach employees instantly through crystal-clear livestreams for powerful, shared moments that keep employees informed and build community.



Primary benefits of Workvivo for healthcare teams include:



Improved communication across distributed teams

Benefit: Secure messaging and real-time updates help clinical staff, administrators, and support teams stay connected across departments and shifts, supporting better coordination and reducing communication gaps that can impact patient care.



Higher frontline engagement

Benefit: Clinical staff and frontline healthcare workers feel more connected, recognized, and supported, leading to improved job satisfaction and retention in an industry facing significant workforce challenges.



Operational efficiency at scale

Benefit: Digital workflows, centralized information sharing, and streamlined communication reduce administrative burden, allowing healthcare teams to focus more time on patient care rather than chasing updates or managing paperwork.



Faster onboarding & knowledge access

Benefit: Store clinical protocols, safety procedures, and organizational updates in one accessible location. Healthcare workers can quickly find the information they need, reducing time spent searching for critical resources.



Culture & retention in a tough labor market

Benefit: Peer recognition, purpose-driven messaging, and community building help create connections across shift-based teams, keeping healthcare workers engaged with their mission and reducing turnover in a competitive market.



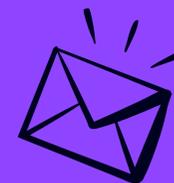
Increased visibility for managers & HQ

Benefit: Employee insights and feedback tools give healthcare leaders visibility into staff engagement, concerns, and departmental issues, enabling proactive support before challenges impact patient care or staff retention.



Consistent, compliant messaging across sites

Benefit: Workvivo ensures critical information, from policy updates to safety alerts, reaches the right healthcare personnel reliably across multiple locations and departments, supporting consistent standards of care and regulatory compliance.



Ready to take the next step in building a culture of care?

[Click here to schedule a demo](#) and learn how Workvivo could work for you.





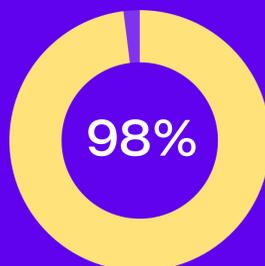
2M

Workvivo has over 2 million global users, 100% YoY growth for the last 4 years

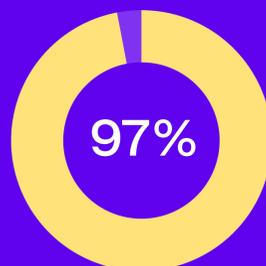
Workvivo was named a Leader in the 2024 Gartner® Magic Quadrant™ for Intranet Package Solutions

Gartner

[Learn more](#)



Our customer satisfaction scores (CSAT)



Workvivo customer retention

#1 Rated Employee App

Market leader per user reviews in 6 G2 categories





workvivo.com