

Leading with Data to Achieve Workforce Transformation

"Too many healthcare systems are flying blind and making uninformed decisions about their clinician workforce. Workforce intelligence solutions give us real-time data and insights to dramatically improve how we plan, recruit, onboard and manage our clinicians." – CMIO, LHS

Leading Health Systems (LHS) that can unlock objective insights from their clinician data and analytic assets will be able to address workforce and efficiency challenges faster and more effectively than those without a systematic approach. Holistic, actionable data is key to enabling this transformation. While **70% of LHS workforce** and clinical leaders say they have access to the data they need, it is often incomplete, inaccurate, outdated, and cumbersome to compile.

To build a data-driven workforce strategy, consider these five guiding principles and how to engage industry partners to help achieve your organization's goals.

1

Align on the big picture.

With so many competing priorities and acute workforce challenges, it can be difficult to zoom out and consider how the available data (e.g., turnover, exit interviews, credentialing, competencies, experience, etc.) fit together and how it can inform broader workforce strategy (e.g., recruitment, retention, leader development, etc.).

This requires internal sharing and coordination of disparate, siloed data sources. Consider partnering with other internal stakeholders to ensure you work towards a common goal and connect the dots across data sets. Leveraging trusted Industry Partners can also help drive alignment across health system leaders through their access to market data and benchmarking.

2

Address 'what's in it for me' to establish trust.

LHS must build trust among clinicians and employees to leverage data's full impact. Early, consistent inclusion in data discussions, especially those affecting processes and workflows, is vital. Draw a clear line illustrating 'what's in it for me' for key stakeholders.

Consider how a workforce intelligence solution can support you and your team's unique needs and goals.

Stakeholder Group	What's In It for Me?
Strategy & Planning Leaders	<ul style="list-style-type: none">Make more data-informed decisions about business development, clinical expansion, and patient access, maximizing revenue and ensuring a competitive edge
People Leaders	<ul style="list-style-type: none">Identify burnout risks, up-skilling opportunities, reduce reliance on premium labor with greater predictability & planning, streamline onboarding
Finance Leaders	<ul style="list-style-type: none">Provides a unified market perspective for more proactive and competitive workforce planningOptimizes efficiency for enrollment and onboarding, reducing claims denial and improving productivity
Clinical & Operations Leaders	<ul style="list-style-type: none">More streamlined workforce deployment, accelerated onboarding and actionable insights to improve staff utilizationEnhanced provider and patient experience
Data & Analytics Leaders	<ul style="list-style-type: none">Single, comprehensive enterprise-wide provider data sourceIntegration into your existing technical infrastructure and process workflows

What is Workforce Intelligence?

Workforce intelligence is a comprehensive approach using artificial intelligence-powered solutions and data to drive actionable change by providing insights to complex workforce challenges.

3

Provide leaders with accessible, actionable data that delivers value.

Setting a data-driven workforce strategy is only as successful as the leaders who can help execute it. But frontline leaders are already overwhelmed by their day-to-day roles and are unlikely to search for data to help them do their jobs better or more efficiently. Bringing together data sources into role-based dashboards or easy-to-access views is a critical first step, but the data must also be actionable and prescriptive to optimize the value.

“We have thousands of pieces of data, so many reports that tell us what we did last week, month, year, and we need to shift towards a system that allows us to inform decisions today to plan for the future.”

– CHRO, Leading Health System

4

Invest in data and capabilities that support flexible, personalized solutions.

Employees and consumers are demanding greater flexibility and personalization from health systems but building this into care delivery and workforce offerings (e.g., benefits, career pathing, etc.) requires more sophisticated predictive data and analytics and capabilities, such as AI enablement and literacy, to anticipate and meet diverse needs. Despite having access to a lot of data, much of it is retrospective or point-in-time, making it difficult to use for forward planning. More specifically, LHS struggle to access quality data on the market supply of clinicians, seasonal volume fluctuations, and clinician attrition, which are vital to attracting and retaining care team members.

5

Define ROI and measure success.

Given ongoing margin pressures, near-term, concrete ROI is critical when investing in any solution. When it comes to workforce investments, it can be difficult to measure – or agree upon the type of ROI required to get broader buy-in. To create a compelling business case, consider how to measure avoided costs (e.g., retention, upskilling) and make outcomes such as optimizing clinician time concretely and tied to business goals.

Partnership in action

As a part of its workforce transformation across 10 hospitals and more than 300 care locations, MedStar integrated Axuall’s clinical workforce intelligence solutions into its next-generation clinician planning, recruiting, and onboarding process, yielding impressive initial results:

21-day
reduction in
onboarding

\$74,000
in projected revenue
per clinician opening

9 out of 10
clinician
satisfaction score

“Organizations that can figure out how to tackle big data can solve problems faster than their competitors”

– Charlie Lougheed, CEO, Axuall

About Axuall

Built with leading healthcare systems, Axuall is a workforce intelligence company powered by a national real-time practitioner data network. The technology enables healthcare systems, staffing firms, telehealth, and health plans to dramatically reduce onboarding and enrollment time while providing robust data insights for network planning, analytics, and reporting. To learn more, visit axuall.com or follow Axuall on [LinkedIn](https://www.linkedin.com/company/axuall).

