



Inspiring Loyalty and  
Satisfaction at Hospitals:

# The Answer to Canada's Nursing Crisis





While hospital executives and nursing leaders feel hopeless managing their patient admissions with fewer skilled nurses, there's a growing opportunity to improve working conditions for nurses.

Nurses all across Canada are leaving hospitals as the pandemic worsens their already-poor working conditions and their ability to provide quality patient care.

By reading this ebook, hospital decision-makers will discover how technology can be used to help restore nurse loyalty and patient satisfaction at their facilities.

Nurses play a critical role in healing, monitoring, educating and supporting patients at hospitals. Even so, Canadian hospitals have struggled to retain their skilled nurses for decades – a challenge that the pandemic has only intensified.

The reality is that job openings for registered and psychiatric nurses in Canada have surged by [86%](#) between 2019 and the

end of 2021. To make matters worse, the Registered Nurses' Association of Ontario (RNAO) expects [one in 20](#) nurses to leave their jobs now or as soon as the pandemic ends.

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*“[This] kind of nursing exodus threatens people's health and our health system,” states the RNAO's CEO, Doris Grinspun. “We must take immediate steps to address that risk.”*

Without securing a loyal workforce of nurses on-site, hospitals are not equipped to function efficiently, satisfy their existing nurses and patients or deliver quality patient care.

This ebook is, therefore, designed to walk you through essential solutions to these challenges, clearing the path to improved nurse retention rates and superior patient care.





## Recognizing the Threats to Nurse and Patient Satisfaction

There's a clear connection between the satisfaction of nurses and the quality of patient care.

The Canadian Federation of Nurses Unions [explains](#) that when nurses are satisfied with the support they're getting from their work environments, "they are more likely to be engaged in their work, thereby ensuring safe patient care."

Meanwhile, Canadian nurses and patients are both largely unsatisfied at hospitals.

Statista [reports that 44%](#) of Canadians were unhappy with Canada's healthcare system in 2019, which has only worsened over the last few years. Plus, another RNAO survey suggests that [95%](#) of Ontario nurses have been negatively affected at work by the pandemic.



**However, before you can improve nurse and patient satisfaction, you first need to know what's causing the problem:**

*"[Wait] times increase, because you just don't have enough staff to see the people ... there's fewer beds for people to be admitted into. It just has continual ripple effects," states Dr. Nadine Potvin, who serves as a Site Chief at an Ontario hospital. "When people are overtaxed with extra burdens, extra hours, stuff like that, I don't think we can expect everybody to be in on their best game either."*

### **Burnout**

The combination of being understaffed and overworked is straining nurses physically and mentally. Not to mention that when nurses are exhausted and overwhelmed, it's easier for them to make mistakes, leading to unhappy patients and even, at times, the unnecessary loss of life.

Hospitals in Ontario should expect nurse burnout to persist long after the pandemic since a [large portion of senior nurses](#) plan to opt out of their jobs in the coming months in return for their appealing Healthcare of Ontario Pension Plans (HOOPPs).

### **Bed Shortages**

Although over [90%](#) of acute care beds were full at Canadian hospitals in 2017, the growing staffing challenges and uptick in COVID-19 admissions have led to an even larger country-wide bed shortage for patients.

This has caused longer wait times for patients to get admitted and treated as well as the delay of hundreds of thousands of non-emergency surgeries, trapping countless people in their chronic pain and conditions.

### **Evolving Patient Expectations**

Modern technology has given humans instant access to seamless experiences and impeccable services across industries. Naturally, patients now expect that same type of service from hospitals.

Hospitals aren't able to meet these rising expectations, though, resulting in unsatisfied patients and nurses.

### **Growing Hostility**

As a result of hospitals failing to meet patient expectations and people's overall lack of control of the situation, patients can become angry. Unfortunately, in many cases, this anger

translates into violence toward nurses and other healthcare staff, which adds to staff exhaustion, job dissatisfaction and shortages.

Hospitals have even seen a [66%](#) increase in violence toward frontline healthcare workers in Canada during the past decade.

The lack of available infrastructure and resources needed to treat patients – caused by the pandemic – has only aggravated peoples' lack of patience and hostility in recent months.

If nursing and hospital leaders hope to protect their staff and provide better outcomes for patients in the future, change is needed. After all, no hospital wants to set their employees up for failure.



# A Critical Next Step: Improving Patient Experiences by Modernizing Hospitals

While the lack of satisfaction in Canadian hospitals may seem like an impossible problem to solve, there is a way for your hospital to meet patient expectations and satisfy nurses in the long run.

You can simply tap into technology that's available on the market to modernize your facility. By adopting modern technology, hospital decision-makers are able to reduce the burden on staff and restore their work-life balance.

Modernized hospitals can also embrace technology to enhance patient experiences.

With [88%](#) of Canadians owning a smartphone, hospitals have the chance to connect digitally with most patients over their devices to better engage and educate them.

Keep in mind that [42%](#) of Canadian patients currently don't trust hospitals to provide effective emergency care.

To regain the public's trust and the loyalty of nurses, hospital leaders must start taking steps to raise the standards of care in a consistent way through technology.





## Tech-Related Recommendations for Improving Nurse Retention

Not sure what technologies will inspire loyalty from your hospital's nursing workforce and upgrade patient experiences?

**There are several best practices you should refer to when pursuing the right modernization tech and systems for the best results:**

### **Integrate Time-Saving, Automated Solutions Into Your EMR System(s)**

As it stands, nurses are so overworked that they're operating reactively, dealing with emergencies as they arise. It isn't surprising [that up to 80%](#) of nurses feel burnt out.

Technology that can help automate tedious or repetitive processes can give nurses the time they need to care for patients and prevent other crises proactively.

Consider investing in solutions capable of streamlining communication between nurses and

patients or reducing charting duplications. You can also simplify workflows for hospital staff by ensuring that your technology can integrate seamlessly with your hospital's electronic medical record (EMR) system.

Opting for solutions that can integrate with hospital systems, like EMRs, can offer staff several other advantages as well, such as real-time access to clinicians, improved accuracy in online notes and superior data security. To maximize the power of your hospital's solution, you might choose to integrate it with any of the following: EMR, WiFi, an educational video library, clinician rounding, whiteboarding, meal-ordering, pharmaceutical, asset-tracking, environmental controls and entertainment systems.



### Invest in “Invisible” Technologies

If technology is too complicated for staff to use intuitively, odds are, it will do more damage than good for your healthcare team.

The most effective technologies for hospitals are “invisible,” meaning they’re so easy to use that they become second nature to staff members. Hospitals equipped with invisible tech can quickly meet their modernization goals – all while instilling a sense of confidence in staff members.

### Give Patients Greater Control Over Their Own Health Plans and Rooms

Hostility often stems from patients feeling helpless at hospitals. By adopting solutions that can improve patient visibility and control over their health plans, nursing and hospital leaders can reduce patient anger.

Ultimately, giving people the chance to feel heard is often all they need to feel calm, satisfied and in control.

Take advantage of self-serve technology that allows patients to submit any unanswered questions or requests they might have to the appropriate staff

members. Giving patients the technology to control their rooms, like the lighting, can also ensure they’re comfortable without disturbing nurses for minor requests.

### Enhance Patient Education Through Their Devices

[According to](#) McKinsey & Company, “up to 30 percent of readmissions are avoidable – and part of the potential solution is to engage patients to follow the recommended care guidelines.”

In other words, hospitals can greatly reduce readmission rates and reduce the strain on staff by educating them on the next steps for their recovery in an engaging way. Using the right mobile applications, hospitals can provide patients with interactive, self-serve education, check-ins and reminders that they can access from their own devices before and after they leave the hospital.



### Provide Engaging, Digital Patient Experiences

Go beyond basic patient entertainment systems, like television, and embrace engaging technologies that can deliver interactive and seamless experiences to patients before, during and after their visits.

Advanced patient engagement technologies can give people deeper insight, personalized information and power over their recoveries from a single platform, resulting in happier patients and more satisfied nurses.

[A study](#) conducted by Deloitte even suggests that “better-performing hospitals make larger patient experience investments.”

### Bring Smarter Healthcare To Your Hospital With PX Solutions and Get Well

Taking on a modernization project can seem like a colossal challenge for any hospital without the proper support – but it’s a step that hospitals in Canada need to take to secure a loyal nursing workforce and regain the trust of patients. That’s why it’s essential to select the right technology partner to help guide your hospital’s IT team through any integration and navigate your staff’s unique challenges and needs.

[Get Well](#) technology, powered by PX Solutions, integrates seamlessly with existing EMRs to create “smart” hospitals through personalized, engaging bedside and mobile experiences for patients and nurses. These solutions can help your hospital empower patients as well as hospital staff.

#### With Get Well’s patient engagement system, hospitals have experienced significant benefits, including:

- Up to a [50%](#) reduction in patient complications
- [45%](#) fewer readmissions
- [30%](#) higher patient satisfaction scores

Not only can Get Well save nurses time by centralizing their ability to monitor patients and redirecting inquiries to the right staff members, but it can also help hospitals capture in-depth data and feedback from patients.

As an experienced partner in transformation, PX Solutions has already successfully converted Ontario’s Cortellucci Vaughan Hospital into a smart facility and is available to walk you through the most relevant and advantageous solutions for your own hospital.

Tap into PX Solutions expertise today by getting in touch with a representative [here](#) to find out how you can best set your staff and patients up for success. With support from PX Solutions, you’ll be well on your way to reducing patient hostility as well as improving staff experiences and retention rates at your hospital.

[Learn More](#)



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