

## 5 Clinical Staff Retention Strategies

*To Reduce Turnover & Elevate Patient Care*

Your clinical team is the heart of your care. In today's competitive landscape, standing out to top talent means rethinking how you hire, support, and retain at every stage. Empower has outlined five practical strategies to help your agency attract strong candidates, reduce turnover, and build a team that delivers exceptional care.



### Refine Your Employer Brand & Value Proposition

Attracting clinical talent takes more than job postings, it requires a brand that reflects what makes your organization unique. Show your commitment to care, growth, and flexibility through real stories, meaningful benefits, and a culture clinicians want to be part of.



### Streamline the Hiring Process

In high-demand clinical roles, delays can lead to lost interest. Keep candidates engaged by committing to a clear, efficient hiring timeline, equipping managers to make confident decisions, and maintaining consistent communication that reinforces your professionalism and commitment.



### Leverage Multi-Channel Recruitment

Reach more qualified candidates by expanding your recruiting channels. Leverage job boards, industry events, social platforms, and referral programs to find top talent, while building relationships with schools and training programs to connect with the next generation of clinical professionals.



### Create a Structured Onboarding & Mentorship Program

Retention starts with how new clinicians are welcomed and supported. A strong onboarding experience complete with mentorship, shadowing, and early check-ins helps new hires feel connected and confident. Thoughtful mentor pairings and early feedback loops create a supportive environment that encourages long-term success.



### Invest in Clinical Staff Development & Recognition

Ongoing investment shows your team they're valued. Recognize achievements regularly, provide clear career paths for growth, and support continued learning through training, certifications, and development opportunities that keep your clinicians motivated and engaged.