Helping to recruit, retain and retire employees with financial wellness

Across all healthcare occupations, employment is projected to grow 14% by 2028.1 But recruiting and retaining top talent can be challenging for many healthcare organizations. Providing competitive retirement plans can help organizations attract and keep new employees.

Due to recent nationwide drops in medical and nursing school enrollments, Hank’s hospital often struggles to retain employees and compete for new talent—especially with larger organizations in bigger cities like Providence and Boston.

For Hank and his peers, having a firm grasp of current and potential employees’ financial goals and challenges can go a long way toward leveling the competitive playing field.

Given these insights, it’s not surprising that 71% of Americans are interested in getting professional retirement advice.5 Providing proactive retirement planning can lead to better outcomes in hiring and retention, empowering healthcare organizations to address employee pain points and remain competitive.

Providing a range of resources can help Hank’s hospital attract, retain and retire employees by improving their financial wellbeing.

The hospital’s new financial education program includes:

- In-depth online resources on a web range of financial topics.
- Self-service tools that help save time and improve productivity.
- Financial literacy sessions led by experts.
- Personalized advice to provide individualized employee support.

Moving forward, Hank hopes making prospects aware of the hospital’s commitment to the next generation of healthcare workers, as well as existing talent.

Learn more about how to help your employees address common financial challenges and improve recruitment and retention.