

# 4 REASONS SMART HEALTHCARE ORGANIZATIONS PROVIDE FAMILY CARE SOLUTIONS

The rigors of 12-hour shifts, the stress of constantly changing schedules, and the pressure to provide high-quality patient care bring unique pressure to healthcare workers – and a high risk of burnout. A recent study showed that 79 percent of nurses know someone who has left the profession due to difficulty balancing work and family responsibilities.<sup>1</sup> The fatigue risks heighten for clinicians who are part of the sandwich generation, caring for small children and adult family members simultaneously. Offering solutions to meet their challenges can help your organization reduce employee stress and burnout. Here's why:



## 1. You're already paying the price for absenteeism.

More than three-quarters of healthcare workers with young children miss work due to their caregiving responsibilities, losing an average of six work days per year.<sup>2</sup> The situation is especially tough on nurses, 43 percent of whom are sandwiched between caring for young children and aging relatives.<sup>3</sup> When nurses have care gaps at home, they miss shifts, which means your organization ends up paying for emergency replacements – and potentially compromising patient care.



## 2. Your clinicians struggle to solve these challenges on their own.

Clinicians' long, inflexible shifts often fall outside traditional business hours. This means employees must reach out to family and friends to fill the gaps, leading to guilt, stress, and distraction. A survey notes that 40 percent of healthcare employees with young children said they'd recently been unable to focus at work because of family care issues.<sup>4</sup> Among nurses especially, caring for patients and family around the clock leads to burnout, with 36 percent of nurses saying the stress has negatively affected their health.<sup>5</sup>



### 3. You can reduce fatigue-related turnover.

Balancing clinical work and family responsibilities can be exhausting. But when employers demonstrate support for families, employees respond with loyalty, engagement, and productivity. When companies provide childcare, employee absences decrease by up to 30% and job turnover declines by as much as 60%.<sup>6</sup> Offering diverse, family-friendly solutions that provide direct relief for an employee's immediate challenges can mean the difference between keeping a highly skilled clinician and losing one.



### 4. You can compete more effectively for talent.

Demand for healthcare talent exceeds the supply, with 72 percent of chief nursing officers reporting moderate to severe nursing shortages.<sup>7</sup> Organizations that offer dependent care solutions are better positioned to win the talent war. Studies indicate that two-thirds of healthcare employees with child care said it was an important criterion when choosing an employer.<sup>8</sup>

Healthcare workers face unique challenges, so they need help balancing child care, elder care, and work demands. Offering solutions tailored to these needs can help your organization attract and retain talent, reduce fatigue and burnout, and, ultimately, improve morale, quality of care, and the bottom line.

**Bright Horizons®** is the leader in creating family support programs that meet employee needs at every life stage, with solutions including back-up care, on-site child care, and college advising.

<sup>1</sup> American Nurse Today and Bright Horizons, Rx for RNs, 2017

<sup>2</sup> Bright Horizons, The Business Impact of Dependent Care Gaps, 2018

<sup>3</sup> American Nurse Today and Bright Horizons, Rx for RNs, 2017

<sup>4</sup> Bright Horizons, The Business Impact of Dependent Care Gaps, 2018

<sup>5</sup> American Nurse Today and Bright Horizons, Rx for RNs, 2017

<sup>6</sup> "Leading the Way: A Guide for Business Engagement in Early Education." US Chamber of Commerce, April 2018

<sup>7</sup> AMN Healthcare, Worsening Shortages and Growing Consequences: CNO Survey on Nurse Supply and Demand, 2018

<sup>8</sup> Bright Horizons, Lasting Impact of Employer Sponsored Child Care in Healthcare, 2017

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## CONTACT US TO LEARN MORE.

800-453-9383 | [clientservices@brighthorizons.com](mailto:clientservices@brighthorizons.com)

[brighthorizons.com/at-work](http://brighthorizons.com/at-work)

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