



Corporate Offices
755 Sansome Street, Suite 300
San Francisco, CA 94111

877 892 2430
www.healthws.com

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For more information, contact:

David Cherner, Managing Partner, HWS at 415.981.4300 x801, david@healthws.com

HWS RELEASES 2008 BAY AREA NOVICE RN LABOR MARKET PULSE

First comprehensive examination of the local novice RN workforce; Kaiser named employer of choice

December 12, 2008 – San Francisco, CA - In response to demands for local health care workforce data that provides actionable information, Health Workforce Solutions LLC (HWS) has released the second installment of the 2008 Bay Area Labor Market Pulse, a first-of-its kind, comprehensive examination of the local novice RN workforce. This new 40+ page report follows the highly acclaimed inaugural report on experienced RNs released last summer, and is now available at www.labormarketpulse.com.

Going beyond traditional academic studies, national best practices reports, and regional and state data aggregations, the 2008 Bay Area Labor Market Pulse reports delve deeper into the local labor market and sub-labor markets on which crucial recruitment, hiring and planning decisions are made. Labor Market Pulse provides a needed workforce planning and analytical platform for health care employers, educators, analysts, researchers, and foundations.

“Many leading employers in the Bay Area seem to be refocusing their attention on how to more effectively retain novice nurses, particularly given their unique employment preferences, their tendency to leave within 24-36 months, and their attitudes about work in general,” said David Cherner, Managing Partner of HWS, a leading advisory research firm focused on workforce issues in health care. “This unique report sheds new light on why young nurses leave and where to focus programmatic investment to ensure high retention.”

With help from LMP research contributors and research council members, Labor Market Pulse listened to over 82 novice nurses in the San Francisco Bay Area including:

- Participants in the inaugural San Francisco Bay Area RN Workforce Survey conducted in the spring of 2008

- Focus groups conducted at Health Workforce Solutions' San Francisco headquarters in the fall of 2008

Among the study's many key findings:

- Anecdotal evidence from local employers, educators and novice nurses suggests a surplus of recent graduates in many parts of the Bay Area
- Scheduling policies and flexible scheduling options are a key driver of novice nurse retention and are among the most desirable work-life balance supports
- Focus group participants universally included commute time as a key consideration when evaluating prospective employers
- Among acute care hospitals and health systems, Bay Area novice nurses selected Kaiser Permanente as their 2008 Employer of Choice. The Veterans Administration, Santa Clara Valley Hospital and Health System, and Sutter Health were ranked in the top 3.

Other features of the report include:

- HWS Novice Nurse Temporary Leave Index – Many nurses leave the profession temporarily to start a family, go back to school, or care for elderly parents. This index acts as a labor market barometer to indicate whether these temporary departures from the workforce may be heading up or down.
- Bay Area RN Vacancy Index and Recruitment Activity Indicators – LMP now monitors select employer websites to produce more comprehensive assessments of job postings and local recruitment activity.
- An easy-to-use interface that enables quick, drag-and-drop export of graphics and tables into internal web sites, presentations and other media (full data packages are also available)
- Links to all pertinent local workforce labor market data and relevant reports in one easily accessible place for effective workforce planning and benchmarking

The Bay Area Novice RN report, along with future reports on the Bay Area labor market, is available to local and regional providers, schools, and other health care organizations through membership in the Bay Area Research Council. Council members have access to the publications and services listed below:

- Research reports and interim briefs on the Bay Area and other LMP markets
- Summary analysis and related data from research reports and briefs

- Regional conference call invitations
- Analyst strategy sessions
- Branding opportunities

Labor Market Pulse has already been launched in the San Francisco Bay Area and Houston, and three additional markets will be rolled out in the next few months.

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About Health Workforce Solutions LLC (HWS)

Health Workforce Solutions LLC (HWS) is a research-based strategic consulting and management firm focused on workforce issues in health care. Founded in 2004, the clients of HWS include hospitals and health systems, health plans, professional practice groups and associations, educational and training institutions, foundations and government agencies.

HWS assists its clients in understanding the unique challenges of their workforce environment, in creating strategies to address these challenges, and in developing management and leadership skills to ensure the successful execution and continuous improvement of these strategies. This programmatic philosophy stems from HWS' fundamental belief that health care employers will face two enormous challenges in the next two decades: having enough workers to continue to operate, and ensuring that the workers that they attract have the talent to remake service lines to meet expectations of cost, quality, safety and access. For more information, visit www.healthws.com.