

A STUDY ON EMPLOYEE RETENTION OF SELECTED HOSPITAL NURSE IN ERODE DISTRICT

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ABSTRACT

The study on Existing Employee retention at Hospital nurse generally reveals that employees are satisfied with the pay and Benefits they get. But there are still certain areas which need to be improved like, freedom and independents and safety measures Most employees felt that they were excluded from the managerial decision making process, there by reducing their contribution to the Organization since, their valuable information and ideas are not utilized by the Organization. In this study to Analyze the employee retention and Level of Satisfaction of selected hospital nurse in Erode District

KEY WORD: *Empolyee Retention, Satisfaction, Safety measure*

INTRODUCTION

HEALTHCARE SECTOR IN INDIA

Healthcare sector in India is attracting investors inside as well as from outside India. There are tie ups with foreign universities and medical institutions which has lead to a significant improvement in the quality of health care services. This trend is high in metropolitan cities and tier II cities where there is immense demand for quality health services. India has about 12,760 allopathic government hospitals, with a bed capacity of 5.76 lakh (Source : Ministry of Statistics and Programme Implementation 2010). In India, a typical hospital needs to comply with several acts such as law related to governing the commissioning of hospital, law governing storage/ sale of drugs and safe medication.

CURRENT TRENDS IN INDIAN HEALTHCARE SECTOR

Patient participation is another trend in Indian healthcare sector. mPatients are becoming more aware of the opportunities and quality providers due to the growth of technology and media. According to Debashish Mishra, Executive Director Partner, PricewaterhouseCoopers India, current trends that are shaping Indian healthcare sector are :

- Higher economic growth and higher disposable income of the Indian citizens are leading to higher per capita health spend.
 - There is changing profile of disease from more infectious diseases to more lifestyle diseases.
 - A growing concern is health status of the urban poor due to the increase in migration to metro cities, which have congested and unhygienic living conditions.
 - Several qualities of service issues created by private sector.
 - Upcoming public private partnerships.
 - Increased penetration of private health insurance.
 - Government schemes for healthcare delivery and health insurance for the poor.
 - Private equity players pay keen interest in investments in healthcare delivery.
- (http://www.asianhnm.com/healthcare_management/stateindian-healthcare.htm)

TYPES OF HOSPITALS IN INDIA

A hospital is a healthcare sector which provides treatment to the patients with specialized staff and equipments. Indian healthcare is comprised of public hospitals and private hospitals. Public (government hospitals) provide free or low cost patient care to the public. Private hospitals are expensive but people perceive that the treatment provided by private hospitals is much superior compared to the service provided by government hospitals. Specialized hospitals include hospitals meeting the special needs such as trauma centers, rehabilitations centers, psychiatric hospitals, children's hospital etc. Medical facility which is much small in size is generally termed as a clinic. Multi-specialty hospitals are those hospitals which provide particular types of services in specialized areas such as cardiology, eye care, cancer, psychiatry etc under one roof. Due to this concentration, multi-specialty hospitals are having their cutting edge over general hospitals.

Effective employee retention is a systematic effort by employee to create and luster an environment that encourage current employees to remain employed by having policies and practice in place that address their diverse needs .a strong retention strategy becomes a powerful recruitment tool.

Retention of key employees is critical to the long term health and success of any organization . it is a known fact that retaining your best employees ensure customer satisfaction , increase product sales, satisfied colleagues and reporting staff, effective succession planning and deeply imbedded organizational knowledge and learning

The Three R's of employees Retention

To keep employees and keep satisfaction high, There is a need to implement each of the 3 R's of employee retention: Respect, Recognition, Rewards

Respect is esteem, Special regard, or particular consideration given to people . Respect is the foundation keeping employees Recognition and reward will have little effect if are not respected.

Recognition is defined as “special notice is attention” and “The act of perceiving clearly” Many problems with retention and morale occur because management is not paying attention to people needs and reactions.

Rewards are the extra perks offered beyond basics of respect and recognition that make it worth peoples while to work hard, to care, to go beyond the call of duty. While rewards represent the smallest portion of the retention equation they are still an important one. Without it, recognition and rewards seem hollow and have little effect they have negative effects. The magic truly is in the mix of the three.

If “Three Rs” approach, is implemented, turn over is reduced and will the it lead to filling aspects.

- Increased productivity.
- Reduced absenteeism
- A More pleasant work Environment
- Improved profits

Furthermore, an employer who implements the 3 Rs will create a hard to leave work place, one known having more to offer employees than other employers.

SCOPE OF THE STUDY

- To understand the satisfaction of the employees on the □ employee engagement practices initiated by selected hospital Nurse in erode
- To identify areas of improvement in terms of the employee □ engagement strategies deployed by selected hospital Nurse in erode

OBJECTIVE OF THE STUDY

- To Identify the level of Retention to quit among nurses employed by the hospital and determine the reasons behind the retention
- To Analyze external factors that contribute to the turnover and retention of nurses
- To Determination the perception of the employees of selected Hospital regarding the satisfaction of the organization.
- To analyze the factors influencing employee satisfaction towards various Employee Retention initiatives taken by the organization

RESEARCH MRTHODOLOGY

The present study adopted the descriptive research design. Regarding the population of employees (working in selected hospital in Erode District) were considered. The sample size constituted 125 employees



from various departments. Data regarding employee perceptions on employee engagement practices were collected by using Convenience Sampling method.

DATA SOURCES

- Primary data: Primary data were collected by administration of questionnaires among the Respondents
- Secondary data: In this study secondary data are collected through company records, books, journals etc.

FINDINGS AND RESULTS

AGE OF THE RESPONDENTS		
AGE	No. of Respondents	Percentage
<20 years	12	9.6
21- 25 years	76	60.8
25-30 years	20	16
>31 years	17	13.6
Total	125	100

EXPERIENCE OF RESPONDENT		
No. of yrs of Experience	No. of Respondents	Percentage
< 5 years	63	50.4
6-10years	31	24.8
11- 15 years	17	13.6
>15 years	4	3.2
Total	125	100.0

MONTHLY INCOME OF THE RESPONDENT		
Monthly Income	No. of Respondents	Percentage
Below 10000	53	42.4
10000-15000	41	32.8
Above 15000	31	24.8
Total	125	100.0

FACTOR ANALYSIS OF RESPONDENT OPINION		
FACTOR	No. of Respondents	Percentage
Job Attractiveness	25	20.0
Involvement with the Organization	28	22.4
Career Planning	7	5.6
Compensation	19	15.2
Avalibility to Resources	11	8.8
Supervisiov Relations	9	7.2
Participation	3	2.4
Work Stress	6	4.8
Working Environment	7	5.6
Opportunity to growth	5	4.0
Feed back	5	4.0
Total	125	100.0

It is found from the table 1 that the maximum of 60.8 % of respondents are having 21-25 years of age and followed by below 20 years i.e. 9.6%.

- It is observed from the table 2 that the maximum of 50.4 % of respondents are having experience in , 5 years and followed by 3.2 % of the respondents are maintained the account in >15 years.
- It is identified with the table 3 that the maximum of 42.4 % of respondents are used below 10000 of monthly income, 24.8 % of respondents are getting above 15000.
- it is noticed from the table 4, the maximum respondents of 22.4 % are involving in their job, 20.0% are joining in this for service motive to the public and 15.2% are taken about their compensation.

CONCLUSION

The Hospital nurse need to develop a clear retention strategy to prevent the deterioration of its health services throughout the country. It is hoped that this study can throw some light on the areas that need to be examined. The recommended areas to consider concern the factors that affect turnover and retention, internal and external, and the intention to quit throughout the organization.

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