

Your Department's Culture Problem Isn't Going Away. It's Getting Worse.

Healthcare leaders everywhere are facing a silent crisis.

Recruitment and retention are in free fall. Burnout rates are skyrocketing - up to 70% of healthcare workers are emotionally exhausted. And the numbers are staggering:

- 1 in 4 employees report experiencing high rates of toxic behavior at work
- 58% of nurses consider their work environment unhealthy
- 60% of nurses across all care settings have experienced bullying or incivility
- Workplace incivility costs organizations \$2 billion every day

A toxic culture is the #1 predictor of staff turnover—ten times more powerful than pay. Left unchecked, this culture crisis costs organizations billions, drains morale, and compromises patient care.

If your department is experiencing tension, high turnover, or disruptive behaviors, the problem isn't just "bad apples." It's a systemic issue and without intentional action, it will keep eroding trust, engagement, and performance.

The Healthy Workforce Institute's Department Culture Change Initiative (DCCI)

This is not a workshop.

It's a **one-year, fully guided transformation process** that equips leaders, physicians, and all team members to create and sustain a professional, respectful, high-performing culture.

We don't just train your team. We embed the change, so it sticks.

Here's how we do it:



Heighten Awareness

A deep dive assessment, candid conversations, and targeted training to shine a light on disruptive behaviors that undermine safety and respect.



Develop Team Skills

Practical tools and micro-learning to strengthen communication, resolve conflict, and reject incivility.



Create & Communicate a Clear Vision

A *Compact of Professional Behaviors*, healthy workforce best practices, and employee champions to drive momentum.



Hardwire the New Norm

Coaching, sustainability plans, and proven strategies to make respect and professionalism your default culture.

As part of the **Department Culture Change Initiative**, we conduct **baseline and reassessment surveys** using our **validated culture assessment tool**. This process allows us to measure your department's starting point, track progress over time, and quantify the impact of the program. The data doesn't just show improvement; it provides leaders with actionable insights to sustain a healthy, respectful, and high-performing culture long after the initiative ends.

Why It Works

Healthcare organizations that have implemented our DCCI have seen results in just six months:

- **46%** stronger leader and team relationships
- **43%** improved team, physician, and provider relationships
- **42%** drop in witnessed disruptive behaviors
- **40%** drop in experienced disruptive behaviors
- **25%** improved retention
- **32%** improved overall culture

This isn't just culture change. It's culture transformation that sticks. Your department becomes a place where people feel valued, stay longer, and perform better. And that means safer care, stronger teams, and better patient outcomes.

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Before partnering with the Healthy Workforce Institute (HWI), my team faced low morale, burnout, and incivility, resulting in significant turnover. HWI provided us with essential tools for improving communication and addressing incivility proactively.

The impact was immediate: our engagement score rose to 92.3%, turnover dropped, and we started attracting top talent. Our department is now recognized as a great place to work. As a leader, I feel empowered, and our patient care outcomes have improved significantly. This program truly works.

- Alvin Matium, MSN, RN, CCRN, NE-BC, Clinical Director | Inova Fairfax

As a Chief Nursing Officer, I am thrilled with the profound and lasting changes I've witnessed since implementing HWI's program. Not only did I observe immediate improvements during my rounds, but the transformation of our unit cultures has been remarkable. Our team members have fully embraced these practices, and the positive impact is clear.



- Deborah Fulbrook, EdM, MHS, BSN, RN, NEA-BC, Chief Nursing Officer | Inova Fair Oaks Hospital



I am thrilled with our NICU's healthy workforce journey. We are seeing measurable improvements in our RN Engagement survey and the department is outperforming national benchmarks in quality, interprofessional collaboration, and leadership access.

- Stacy Alves, DNP, MS, RN, NEA-BC, Chief Nurse Executive | Kaiser Permanente

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If You're Ready to Stop Talking About the Problem and Start Fixing It...

Let's take your culture from where it is to where you want it to be.
To learn more, contact us at WeCare@HealthyWorkforceInstitute.com.

The mark of a successful organization isn't whether it has problems, it's whether it has the same problems year after year.

With the **Department Culture Change Initiative**, you don't just *manage* culture, you transform it.