



Retain top talent, battle burnout, and enable empathy at scale

Meet the new standard in employee experience management for healthcare.

Engagement alone doesn't offer a full picture of the employee experience

Historically, healthcare organizations would measure employee engagement, report out the results and discuss the drivers of only that metric. The problem is engagement alone doesn't offer a full picture of the employee experience. Employees can be engaged and still want to leave the organization. Employees can be engaged and still be at risk of burnout. And, employees can be engaged and still feel like they don't quite belong.

In today's environment, healthcare organizations need to take a more holistic approach to gauge clinician and staff sentiment; one that measures well-being, DEI, sense of belonging, sense of purpose, and burnout. The most successful healthcare organizations measure clinicians and staff experience to identify factors that influence decisions to stay, leave or quit the profession.

The EX25 solution for healthcare overview

Leveraging years of client research and multiple global validation studies, Qualtrics has developed the EX25, an industry-leading approach to measuring and optimizing employee experience in healthcare. This methodology:

- + Addresses the specific needs and challenges faced by healthcare providers
- + Establishes a new set of KPIs that simplifies the engagement metric and adds new measurements on inclusion, well-being, and burnout
- + Identifies the most impactful experience drivers for nurses and physicians

With EX25 for Healthcare, you'll know what to ask, when to ask, and where to focus to drive meaningful change for your clinicians, nurses and staff.

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Burnout is Costly: Research estimates that burnout cost the health care system about \$4.6 billion a year before the spread of COVID-19 - and experts assert the number has only increased since.

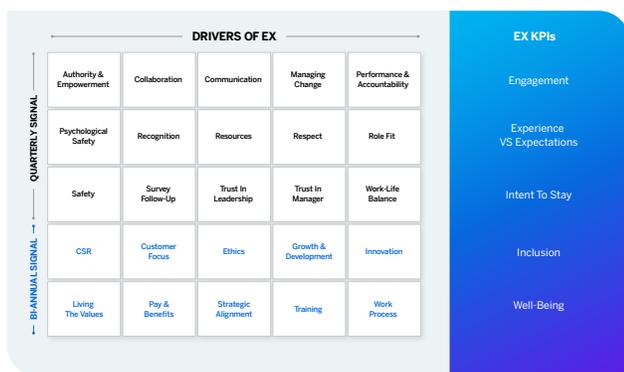
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COVID Isn't the Only Culprit: 62% of physicians (62%) attribute their burnout to their current employer. In fact, only 25% attributed their burnout to COVID-19 pandemic stress. MGMA 2021

Make more informed decisions about what will improve retention and attract top talent

By providing a validated framework to measure the employee experience, the EX25 for Healthcare gives organizations confidence to make more informed decisions about what will elevate engagement, improve retention, and attract top talent.

This scientifically validated program tracks 6 Key Performance Indicators including Engagement, Experience vs. Expectations, Intent to Stay, Inclusion, Well-Being, and Burnout in order to measure more of the employee experience with fewer questions, at an effective - yet realistic - listening cadence.



EX25 for Healthcare Model

EX25 for Healthcare includes:

- + A program design guide that you pulse employees at the right cadence for them, so you can stay in tune with clinicians and staff throughout the year while avoiding survey fatigue
- + A comprehensive communications guide and templates to help HR leaders position the program in the best way for enhanced results
- + Dashboard guides with recommendations on how to set up dashboards to best understand and address top drivers of employee engagement across departments
- + Expert-designed guidance on follow up actions to help administrators meaningfully improve on each experience driver

Create an actionable understanding of what matters most to your clinicians, nurses, and staff

- + Leverage a proven methodology to create an actionable understanding of what matters most to your clinicians, nurses and staff
- + Identify and act on the top drivers of employee engagement and experience to improve retention
- + Monitor wellbeing and burnout to prevent attrition and create a more positive work environment
- + Understand how experiences and drivers vary across key roles, such as physicians and nurses
- + Track trends over time to monitor progress of interventions