

HEALTHCARE WITH PURPOSE

TOGETHER, THERE'S NO LIMIT

The pandemic has left its mark on the healthcare system. Add this to the critical labor shortage in the U.S., and it can feel like we have hit a breaking point. People are burned out, grieving, and just tired of the constant struggle.

Employees crave investment in the human aspects of work. They want a renewed sense of purpose. They want social and interpersonal connections with their colleagues and managers. They want to feel a sense of belonging.

And not only are your employees looking for purpose in their work lives, but they are also resolved to have purpose in their personal lives. Because, let's be honest, the line between work and personal has blurred.

This all creates a need for a mindset shift. When we focus on people over all else, we build human connection, inclusion, and trust. It comes down to living a meaningful existence—for you, your employees, and your patients.

AMONG NURSES WHO REPORTED LEAVING THEIR JOB IN 2017, 31.5% REPORTED BURNOUT AS A REASON¹

¹1 JAMA, "Prevalence of and Factors Associated with Nurse Burnout in the U.S."



TRANSFORMING CULTURE

Building a culture centered around people is more than a perk. Transforming your culture is all about caring for the people who represent your health system—and your values.

We took a hard look at our culture at Microsoft and how it affects everything from our people and products to the trust the world has in us. We have learned a lot. In fact, we're still learning.

One idea we're clear on is that when taken together, our mission, culture, principles, and priorities make up more than a business model. They make up our story.

Transforming culture takes time, teamwork, and technology. It's not easy, and it doesn't happen overnight. But the impact it can have—on your people, on your mission, and on your patients—makes it all worth it.

WHY PEOPLE QUIT

54% feel undervalued by their organizations **52%** feel undervalued by their managers 51% lacked a sense of belonging at work²

² McKinsey Quarterly, "'Great Attrition' or 'Great Attraction'? The choice is yours."

COLLABORATING FOR CHANGE

As we learn, we feel a sense of responsibility to share our experiences with others. At the same time we still have a lot to learn, and we think we can gain insight from you. We want to share our experiences and insights, but we also want to hear about what you're experiencing in your industry.

Starting the conversation is the first step to sharing in the journey toward more fulfilled employees and patients. We'd love to have you join us in conversation with some of your peers to discuss the power of purpose. Together, we can change the lives of employees and patients everywhere.

92%

of people say they have a more positive image of a company when the company supports social or environmental issues³ 80%

of people believe companies should play a role in solving societal problems⁴

> ³ Nielsen, Cone Communications, Unilever, McKinsey ⁴ Ibid



CONNECT THROUGH SHARED MEANING

People crave human connection, particularly in healthcare. You can create that connection by showing them that you share the same values—that you share in the strive for meaning.

KEEP THEM ENGAGED AND INSPIRED

People want to feel like they belong. Inclusion and a shared identity are important to them. Fostering a sense of inclusion—and embracing diversity—is all about empowering every person to be their best.

ATTRACT TOP TALENT

Our national nursing shortage has reached a tipping point. As the pandemic endures and as baby boomers age, labor will continue to be in short supply. But by building a culture centered around the needs of people, you can attract top talent.

BUILD TRUST

By focusing on your people and your shared connection, you build trust. And with trust, you build loyalty – loyalty among your employees and loyalty among the patients who trust you with their care.

88%

of people want companies to step up on sustainable lifestyles and help them improve their environmental and social footprint in daily life⁵

⁵ Forbes, "88% Of Consumers Want You to Help Them Make a Difference."





LISTENING OPENS EYES

Together we have the power to change healthcare. We believe that healthcare with purpose can accelerate business growth and help create authentic connections between you, your employees, and your patients. Join us on this journey of learning to transform the way you deliver on your purpose.

SHALL WE TALK?



One Microsoft Way, Redmond, WA 98052 Please review the Microsoft Privacy Statement at https://privacy.microsoft.com/en-us/privacystatement