

Healthcare Leader Overcomes Election Challenges, Maintains Stability Amid Industry Pressures

CASE STUDY

This client is a renowned healthcare organization with more than 250 care and over 30,000 employees. With a commitment to clinical excellence, innovation, and compassionate care, this client comprises a network of hospitals, clinics, and specialists focused on improving the health and well-being of the communities they serve. Their patient-centric approach and cutting-edge medical advancements define them as a trusted leader in the healthcare industry.



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ISSUE

- Client faced the challenge of running an unbiased and transparent security officer election
- Client confronted the need to support nursing union negotiations due to the intricate nature of labor negotiations within the healthcare industry
- The necessity for developing a comprehensive readiness plan emerged due to various elements crucial to executing change effectively

ACTION

- Conducted leader training and provided new leader onboarding
- Facilitated Rapid Response Teams (RRTs) for swift issue resolution
- Establish a comprehensive communications strategy, including digital media intelligence, leadership e-newsletters, and proactive engagement with graduate medical education and contract negotiations support

RESULT

- Successfully maintained a 13-year engagement with the client
- Effectively navigated multiple elections and organizing attempts without the addition of new bargaining units
- Demonstrated the ability to create a stable and constructive labor environment, resulting in the absence of new bargaining units despite external pressures

