

Five Ways Joint Commission Certification Can Help Attract and Retain Frontline Staff



Quality patient care matters — and hospitals need frontline staff that can deliver it. Certification can help improve patient outcomes and attract and retain frontline staff.





Most healthcare leaders agree that striving for excellence in patient care is essential, but the path to this goal is sometimes unclear. Hospitals around the globe can face seemingly insurmountable obstacles.

But whether a hospital's challenges are related to staffing, financial concerns, environmental factors, infectious disease outbreaks or something else, its patients still need access to safe, high-quality care.

CERTIFICATION PAVES THE WAY TO SUSTAINABLE QUALITY

Joint Commission hospital certifications serve as a beacon for elevating standards of care. Certification provides a pathway for hospitals to evaluate and improve their quality of care and build a process toward sustainable excellence.

Certification involves reviewing standards, assessing for gaps, developing processes, collecting data for benchmarking and maintaining compliance. A hallmark of effective quality improvement initiatives is an engaged staff at all levels, including leadership.

5 WAYS FRONTLINE STAFF CAN BENEFIT FROM CERTIFICATION

Now more than ever, recruiting and retaining employees remains a top priority for hospitals. Frontline staff can benefit from Joint Commission certification in five key ways:



1. Professional development

In the world of medicine, patient care needs to evolve as new best practices emerge. To keep up with changes, the certification process prioritizes learning and nurtures frontline staff through professional development.

Hospital staff are responsible for knowing the standards of care and how to apply them in their roles.

Preparing for a review enables organizations to focus on mitigating safety concerns by developing practices based on evidence-based standards and support staff to comply with these practices. The ultimate goal is to give frontline workers the tools they need to do the right thing for every patient, every time.



2. Confidence building

The Joint Commission Gold Seal of Approval® is recognized throughout the world as a symbol of quality and excellence. The fact that a healthcare professional works for a Joint Commission-certified program within a hospital helps give them experience that builds confidence.

It showcases the skill and dedication of frontline staff members, making it a great addition to their skill set. Besides retaining existing staff, certified programs can also attract highly qualified employees who will add value to the organization.



3. Deeper understanding of patient safety

In the healthcare industry, patient safety can feel like a buzzword. But certification helps staff gain a deeper understanding and develop their expertise in this area.

With the focus placed on the patient, frontline workers shift their mindset toward thinking about a patient's outcome rather than just completing a specific task.



4. Increased ownership in the process

Joint Commission certification provides employees with the opportunity to engage with their work in a meaningful way. For a hospital program to earn and maintain certification, all staff must work together to come up with solutions and be willing to put those solutions into practice on a daily basis.

It is common for the process of earning certification to involve making changes in the way that care is delivered. Ownership by staff leads to a higher level of employee satisfaction, which increases the likelihood that changes will be embraced.



5. Increased sense of pride

Certification is more than the culmination of the results of a review. It is an ongoing shift in the culture of patient safety. It is an outward symbol of a significant investment in time and resources for staff at all levels.

Staff can have a sense of pride knowing that their organization shares their values of teamwork, collaboration and competence in best practices. Staff who are proud of the work they do and the organization they work for are more likely to stay engaged. They are also more likely to be satisfied employees, resulting in loyalty.



Invest in Certification

Earning Joint Commission certification requires a considerable amount of time and resources. But in the end, the effort pays off.

Not only does the achievement elevate a hospital's standing, it also supports and nurtures an essential resource — the frontline staff who make providing safe patient care central to everything they do.



Questions about Joint Commission hospital certifications? Visit our [web page](https://www.jointcommission.org) at [jointcommission.org](https://www.jointcommission.org) or [contact us](#) to learn more, access resources and discover next steps.