

# Nachhaltiges Management. Maßnahmen zur Mitarbeiterbindung in der Gesundheits- und Krankenpflege



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## NACHHALTIGES MANAGEMENT. MASSZLIG;NAHMEN ZUR MITARBEITERBINDUNG IN DER GESUNDHEITS- UND KRANKENPFLEGE



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GRIN Verlag Jul 2015, 2015. Taschenbuch. Book Condition: Neu. 211x151x8 mm. Neuware - Bachelorarbeit aus dem Jahr 2014 im Fachbereich Medizin - Gesundheitswesen, Public Health, Note: 2,3, Steinbeis-Hochschule Berlin, Sprache: Deutsch, Abstract: Diese praxisorientierte Bachelorarbeit beschäftigt sich mit Maßnahmen zur Mitarbeiterbindung in der Gesundheits- und Krankenpflege am Krankenhaus X (X). Zunächst wird das, für das Verständnis dieser Arbeit notwendige, theoretische Hintergrundwissen vermittelt. Um den Handlungsbedarf eines Bindungsmanagements im Bereich des Gesundheits- und Krankenpflegepersonals aufzuzeigen, wird eine Analyse der unternehmerischen Gegebenheiten vorgenommen. Diese Ergebnisse bilden die Grundlage für eine auf das Krankenhaus X zugeschnittene Gestaltungsempfehlung für ein nachhaltiges Mitarbeiterbindungsmanagement. The hospital X (X) is aware of the current and future health policy and demographic development and its impact on the recruitment and retention of qualified health and nursing staff. In comparison to last years, the decreasing number of suitable applicants and the need for multiple job postings can already be seen as early indicators of an impending shortage of skilled workers. As a forward thinking company the X considers it necessary to cope with the issue of employment retention in the field of health and medical care in order to meet future developments adequately. This initial situation is an opportunity to analyze the existing human resources of the X and develop innovative measures in the area of employee retention. An intention of this paper is to show the specific loads and resources of the occupational health and nursing staff through literature review. In addition, theoretical approaches and determinants of employee retention and appropriate controlling instruments shall be presented. By setting off the opportunities and objectives of employee retention with the consequences of a lack of retention management, the importance of the human resource management instrument is to be illustrated to the company's management. The central aim of the thesis is to...

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