



How **Satisfied** are Your **Employees?**



Helping all people
live healthy lives

Turnover can be costly to a facility.

“It costs \$50,000 to \$100,000 to replace one nurse and that’s not including salary.”

Haynes V.D., What Nurses Want; Recruitment Plans Focus On Working Conditions Over Financial Rewards.
The Washington Post, September 13, 2008. Retrieved December 08, 2008. <http://www.lexisnexis.com>.

Improvement in **employee retention** rates can have a **meaningful effect** on **profitability**.

Clark P.A., Drain M., Malone M.P. (August 2005). *Return on Investment in Satisfaction Measurement and Improvement Working Paper from Press Ganey Associates*, Vol. 1 Ed 2: p 43. Retrieved January 14, 2008. http://www.pressganey.com/cs/roi_resources.

Hospitals with high nurse turnover rates (>22%) had **higher patient mortality and length of stay** than hospitals with low nurse turnover (<12%).

Kosel K.C., Olivio T. (April 2002). "The business case for workforce stability" *Voluntary Hospitals of America*, (Health Care at the Crossroads: Strategies for Addressing the Evolving Nursing Crisis-Joint Commission) p.9.



At **BD Diagnostics** – Preanalytical Systems,
we are committed to adding value.

Our traditions of innovation, customer focus, and putting healthcare workers and patients first, have helped us transform emerging challenges into opportunities for greater accuracy and product dependability.

How would you like to **improve** **your** facility's **bottom line**?

Your facility can benefit from overall improvements gained in employee satisfaction, patient management, sample quality, workflow and turnaround time that, as a result, will **improve your bottom line**.

Let us help!



BD can lead you
directly to **solutions**.



BD offers product and service solutions that can improve your facility's efficiency and **bottom line**.

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to view the latest clinical study data
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a **one year** subscription to a journal of choice* or the equivalent of membership dues* with an approximate value of \$200.

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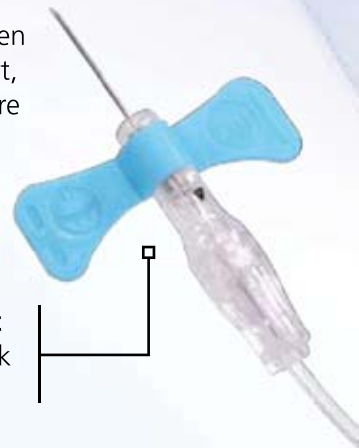


Think of BD as your resource for providing products and services that can **increase the level of employee and patient satisfaction in your facility**. We realize that *“the financial viability of healthcare organizations, and patients’ satisfaction with the experience of care are all inextricably linked.”*¹



BD Microtainer® Contact-Activated Lancet has been clinically demonstrated to minimize patient discomfort, while providing the clinician with a consistent puncture depth and an easy-to-use product design.*

BD Vacutainer® Push Button Blood Collection Set has been clinically demonstrated to reduce needlestick injuries, while improving employee satisfaction.*



* Data on File

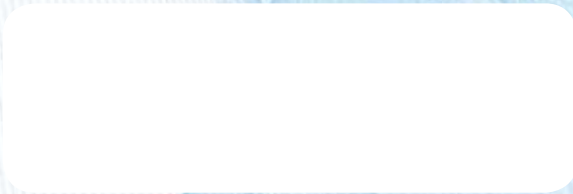
1. Clark P.A., Drain M., Malone M.P. (August 2005). Return on Investment in Satisfaction Measurement and Improvement Working Paper from Press Ganey Associates, Vol. 1 Ed 2: p 2-3. Retrieved January 14, 2008. http://www.pressganey.com/cs/roi_resources.

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Employee satisfaction influences retention — improved nurse and employee retention can **improve patient satisfaction.**¹



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