

THE ANTIDOTE FOR WORKFORCE TURNOVER



Improve Retention and Save Millions of Dollars Each Year

If you retain 100 more nurses per year, you could save over \$5.6 million in annual turnover costs. The antidote to turnover is the Well-Being Coaching Initiative. It improves your bottom line by retaining your nurses. We've proven to save clients over \$4 million annually in turnover costs.

Experience Real ROI

Today's healthcare worker turnover statistics are staggering, especially when it comes to nurses.

Every nurse you lose costs an average of \$56,400.* If you retain 100 nurses per year, **you could save over \$5.6 million** in costs.

The Well-Being Coaching Initiative (WBCI) is a **proven and scalable** staff retention program that saves hospital organizations millions of dollars by reducing turnover.

*<https://dianesieg.com/nsi25>

Potential Annual Savings

| NURSES RETAINED | *COST PER NURSE | ANNUAL SAVINGS |
|-----------------|-----------------|----------------|
| 10 | \$56,400 | \$564,000 |
| 50 | \$56,400 | \$2,820,000 |
| 100 | \$56,400 | \$5,640,000 |

Retention is Essential

Cone Health Saved \$4.1 Million in One Year

Cone Health reported a **\$4.1 million savings in one year** after a 20% improvement in nurse retention.

| ASSESSMENT | BASELINE | 12 MONTHS | 12 MONTHS % CHANGE |
|------------|----------|-----------|--------------------|
| BURNOUT | 45.5 | 20.8 | -54.29% |
| STRESS | 16.3 | 7.2 | -56.07% |
| ENGAGEMENT | 73.1 | 91.8 | +25.58% |



"The WBCI is transformational and a great way to retain your nursing team. I not only have great retention and reduced burnout, I have a staggering ROI with this investment."

Vi-Anne Antrum, DNP, RN, NEA-BC, CENP, FACHE
System-wide Chief Nursing Officer
Cone Health

The Well-Being Coaching Initiative is Scalable and Sustainable

The WBCI is not another one-and-done program or wellness app that lacks proven ROI. Our train-the-trainer model empowers nurses to develop and sustain their own well-being and coach others to do the same. This scalable Initiative **produces up to 5,770 Coaches and Champions in four years** so you can sustain a culture of well-being and save money.

The Well-Being Coaching Initiative is the Missing Link

The WBCI doesn't replace existing wellness programs or apps. Instead, it delivers what's missing: a sustainable solution that measurably improves culture and reduces turnover:

- Proven results with measurable ROI
- High-impact content and support
- Strategic plan for sustainable, long-term culture change
- Scalable train-the-trainer model
- Individualized real-time coaching
- Empowering proactive approach founded on Self-Leadership principles



Atrium Health Saved \$3 Million in One Year



"The results were overwhelmingly positive, with a 30% reduction in turnover, saving an estimated \$3 million in one year. I am grateful to offer this powerful work to our nurses as we roll it out to the rest of the enterprise."

Robert Rose, DNP, MS, RN, NEA-BC
Central Market Chief Nurse Executive
Atrium Health

Atrium Health reported a **\$3 million savings in one year** after a 30% improvement in nurse retention.

| ASSESSMENT | BASELINE | 12 MONTHS | 12 MONTHS % CHANGE |
|------------|----------|-----------|--------------------|
| BURNOUT | 44.5 | 25 | -43.8% |
| STRESS | 18.3 | 11.1 | -39.3% |
| ENGAGEMENT | 67.8 | 80.1 | +18.2% |

Making Healthcare News

Johnson&Johnson Notes on Nursing: How Atrium Health is Building a Culture of Well-Being for Nurses



[READ ARTICLE](#)

Atrium Health explains how the WBCI reduced nurse turnover by an average of 30% and saved an estimated \$3M in one year.

JONA: An Innovative Approach to Support and Empower Healthcare Workers



[READ ARTICLE](#)

Atrium Health's published paper in the January 2025 *Journal of Nursing Administration* about their experience with the WBCI.

About Diane Sieg



"Lead the way with a heightened urgency for your workforce. Invest in your people and maximize your ROI while setting a new standard for the patient and nurse experience."

Diane Sieg, RN, CYT, CSP
Creator of the Well-Being Coaching Initiative

Diane Sieg worked as an emergency room nurse for 23 years. She has been speaking, training and coaching nurses on the topic of well-being for 28 years as a nationally recognized keynote speaker, coach, and expert on culture well-being. She is the author of two books, *STOP Living Life Like an EMERGENCY!* and *30 Days to Grace*, and is currently working on her third.

Learn More

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