

When the Well Runs Dry: Staffing During Crisis

Most healthcare-oriented businesses are in the midst of some of the biggest staffing challenges they have ever faced. Despite significant recruiting and retention efforts, many organizations find themselves unable to admit more residents/patients because they lack the staff to properly care for them. They find themselves constantly pressed to do more with less. This timely presentation is designed to help participants develop practical skills and insights to improve their effectiveness in dealing with staffing shortages.

Participants will learn:

- 3 tips for keeping existing team members enthusiastic and less likely to burn out.
- The difference between a resource problem and an allocation problem.
- A mistake that causes organizations to fall further behind and how to avoid it.
- Keys to leveraging your time.
- A case study showing what one community did to reduce the biggest driver of staffing need: resident acuity.

Presenter

Eric Collett is a licensed assisted living administrator who has been working with seniors living with dementia and their families since 2000. A passionate educator, Eric spends his days inspiring everyone from business leaders and college and professional athletes to family and professional caregivers to leverage current brain health research to improve their lives and the lives of those they serve. As a consultant to hospitals, assisted living and skilled nursing facilities, home health, hospice and PCS agencies and families caring for persons living with dementia, Eric has taught tens of thousands of people across the United States. Eric also teaches at the College of Western Idaho and has taught at Boise State University. Eric graduated summa cum laude from the University of Utah with a degree in interpersonal communication, a minor in psychology and extensive training in music. His passion for learning and unique background allow Eric to reach audiences in powerful ways that help them think differently.

Program Details

Date

March 31, 2026

Location

Virtual Training (by Zoom)

Time

1:00 PM – 2:30 PM

Fee

MHCA Member: \$65

Non-Member: \$98

Total Contact Hours

1.5

Registration

To participate, please [click here](#) to register.

Job Code

W26033

*This program is approved for CEUs by the Maine Nursing Home Administrators Licensure Board