

A Paradigm Model for Attracting and Retaining Healthcare Professionals in Tehran Hospitals: A Study in Iran

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Abstract

Background: Retaining and attracting healthcare professionals is crucial for hospital managers, as many professionals leave due to workplace issues, excessive workload, and poor working conditions. This exodus leads to a loss of human capital, decreased patient trust, and financial difficulties for hospitals. **Objectives:** This study aims to design and explain an employer branding model for hospitals in Tehran City to attract and retain healthcare professionals. **Materials and Methods:** This study used a mixed-method approach. Qualitative data were collected through in-depth interviews with 15 healthcare management and human resource management experts. Quantitative data were collected from 367 healthcare professionals using a researcher-made questionnaire. Data were analyzed using grounded theory methodology. **Results:** The study developed a paradigm model with six causal factors impacting a hospital's ability to attract and retain healthcare professionals: A strong mission statement, effective human resource management, internal marketing, evaluation of the hospital's reputation as an employer, financial stability, and industry competitiveness. **Conclusion:** Implementing these strategies can result in motivated and long-term employees who become brand ambassadors for the hospital and contribute to a stronger brand compared to competitors. This model provides a framework for hospitals in developing countries to improve their employer branding and address healthcare professional retention challenges.

Key words: Conceptual framework, employer branding, healthcare professional, paradigm model