

CASE STUDY

## Building Leaders from Within: How Crothall Healthcare Advances Careers and Strengthens the Its Talent Pipeline for Clients

Crothall Healthcare advances careers and retains top talent by investing in clear development pathways that empower associates to grow, lead, and build long-term futures within the organization.



My leaders consistently encourage me to pursue roles that challenge and elevate me. Recently, I've had the opportunity to assist with new product integrations, contribute to corporate training programs, and participate in national conferences. Each of these experiences broadened my perspective and helped me become a more well rounded, strategic leader.

- Karen Anderson,  
National Director  
of Workforce Optimization



### The Situation

The healthcare industry continues to face intense pressure to retain skilled, capable talent, especially in frontline and managerial roles. High turnover rates across the sector create gaps in service, increase training costs, and place stress on teams. In this landscape, organizations that can develop, engage, and retain their people gain a meaningful advantage.

Crothall Healthcare has long recognized that its associates are its greatest asset, and promoting from within has become a cornerstone of its talent strategy. With a strong commitment to developing leaders at every level, Crothall invests in career pathways that help associates build new skills, step confidently into leadership roles, and envision a future within the organization. This philosophy not only strengthens Crothall's culture but also reinforces its ability to deliver high-quality, reliable service across its healthcare partnerships.

- Decreased turnover for newly hired hourly associates by **27.1%**
- Successfully recruited and filled nearly **3,000** more positions in 2025 than 3 years prior
- Increased hourly and salaried staffing by **22.1%** over three years

# Customized Programs to Build Careers and Retain Talent

## The Solutions

### Equip leaders with tools to drive results

The LEAD program is Crothall's comprehensive leadership-development pathway. Through two tailored tracks that emphasize Practical Management and Strategic Leadership. In the self-paced, online program, participants learn how to build trust, set a clear vision, coach their teams, and turn strategy into tangible results. With a mix of self-paced learning, live sessions, peer connection, and practical tools they can use right away, LEAD helps leaders strengthen their skills, apply what they're learning on the job, and make a bigger impact across the organization.

### Create training programs that drive career growth

The Accelerated Manager Program (AMP) is a 12-week immersive development experience designed to fast-track high-potential talent into management roles across Crothall. Blending self-paced online modules with live cohort learning, in-person leadership seminars, and hands-on field application, AMP gives emerging leaders real operational experience, mentorship, and the practical skills needed to step confidently into a permanent management position. The program utilizes the strength of the entire Compass Health network, which strengthens Crothall's internal leadership pipeline and succession planning by preparing associates for long-term success.

### Elevate frontline staff to management positions

The Frontline Elevate program is a five-part, virtual leadership development series designed to help frontline associates strengthen the core skills needed to grow into effective, influential leaders within Crothall. Through weekly one-hour sessions focused on impactful leadership and team development, associates gain practical tools they can apply immediately on the job. This program has been successful for aspiring leaders, first-time supervisors, and experienced frontline associates looking to refine their leadership approach. Frontline Elevate supports long-term career advancement by developing competencies such as focusing on clients and customers, building strong teams, and seeing the bigger picture.

- **90.8%** retention rate for entry level manager positions who go through AMP program
- **600** internal promotions last year
- **4x higher** promotion rate for associates who participated in the Frontline Elevate program

## The Results

By investing in structured development programs and clear career pathways, Crothall Healthcare is strengthening its talent pipeline, elevating leadership capability, and creating long-term stability across its teams. Associates who participate in programs like Frontline Elevate, AMP, and LEAD gain the skills and confidence to step into new or expanded roles. This results in higher engagement, stronger performance, and greater retention. This commitment to growing people from within not only supports individual career advancement, but also ensures Crothall can continue delivering exceptional service to its healthcare partners. The outcome is a more resilient workforce, a deeper bench of future leaders, and a culture where associates feel valued, supported, and empowered to build lasting careers.