

Transforming Workforce Development Through Language

ACCOUNT SPOTLIGHT

TouchPoint Support Services' English as a Second Language (ESL) program strengthens workforce retention, improves communication, and enhances the patient experience by investing in associates' long-term success.



Creating Opportunity Through Workforce Development

Healthcare organizations continue to face workforce shortages while building and retaining increasingly diverse teams. For many health systems, language barriers can impact communication, retention, career advancement, and ultimately the patient experience. At a leading hospital in Nashville, Tennessee, TouchPoint recognized an opportunity to strengthen retention, improve workplace communication, and expand career growth opportunities for associates whose first language is not English.

By partnering with community organizations serving immigrants and refugees, TouchPoint recruited talented associates representing more than 16 countries and numerous languages. Although many associates brought professional experience from their home countries, language barriers often limited communication, workplace confidence, and long-term career advancement. Recognizing these challenges, TouchPoint sought a solution that would support associates both inside and outside the workplace. When TouchPoint discovered that traditional community ESL programs carried waiting lists of up to two years, it developed an employer-based solution that removed barriers while supporting associate success and operational excellence.

93%

Employment Retention
Rate among 2026 ESL
program participants

70%

Graduation
Rate from 2026
ESL program

The ESL program also became a key component of TouchPoint's broader workforce strategy. By pairing language development with a proactive community-based recruitment strategy, the organization strengthened its reputation as an employer of choice within the local community, particularly among Nashville's growing Hispanic workforce. Building on TouchPoint's existing labor sourcing strategy, the initiative reinforced an approach that has supported staffing stability for more than three years by eliminating long-term vacancies and reducing reliance on traditional, higher-cost recruiting platforms. Together, these efforts have created a more stable workforce, improved service consistency, and reduced recruiting costs.

Building a Healthcare-Focused ESL Program

Working alongside the Nashville International Center for Empowerment (NICE), TouchPoint launched the first



edition of its customized ESL program in 2025. Unlike traditional ESL courses, the curriculum was tailored for healthcare support services, combining foundational English instruction with patient communication, workplace terminology, safety protocols, and service scripting. The program was funded through Tennessee adult education grants, allowing associates to participate at no cost while TouchPoint compensated them for attending classes after work.

Key program elements included:

- Customized healthcare-focused ESL curriculum
- Interactive patient communication and service scripting
- Hospital safety and workplace terminology
- On-site classes scheduled around associate shifts
- Partnerships with local community organizations supporting immigrant and refugee populations

Following overwhelming demand for the inaugural program, TouchPoint expanded the initiative in 2026 with a second edition serving additional associates and shifts while broadening participation across an even more diverse workforce representing countries throughout Latin America, Africa, Eastern Europe, and the Middle East. By enhancing communication among associates, patients, and clinical caregivers, the program strengthens service consistency while fostering a more engaged, confident workforce.

Strengthening Retention, Engagement, and Patient Care

The ESL course has evolved into a workforce development strategy that strengthens associate engagement, improves communication, and supports long-term workforce retention.

The second edition achieved a 70% graduation rate and a 93% employment retention rate, demonstrating the value of investing in associates beyond traditional onboarding and training. Participants represented more than 16 countries, reflecting the diversity of today's healthcare workforce and reinforcing TouchPoint's commitment to creating an inclusive workplace where associates can grow professionally.

Beyond measurable outcomes, the initiative has strengthened associate confidence, improved collaboration between frontline teams, and enhanced communication with patients, visitors, and caregivers. It has reinforced TouchPoint's reputation as an employer of choice, strengthening a sustainable pipeline of diverse talent while helping reduce recruiting costs through long-term community partnerships. The initiative has also attracted interest from community partners and regional workforce organizations, creating opportunities to expand the model to additional hospitals and health systems.

By investing in workforce development, TouchPoint demonstrates how strategic investments in people can strengthen retention, improve communication, enhance the patient experience, and build a more resilient healthcare workforce.



"This initiative started because we wanted to help our associates build better lives. As their confidence and communication have grown, we've seen new professional opportunities emerge while building a stronger, more connected team."

JOSEF CZELUSTA

Director of Environmental Services
TouchPoint Support Services

Ready to Build a Stronger Healthcare Workforce?

Discover how TouchPoint Support Services partners with health systems to improve workforce retention, strengthen associate engagement, and elevate the patient experience through innovative workforce development strategies.

www.touchpointsupportservices.com