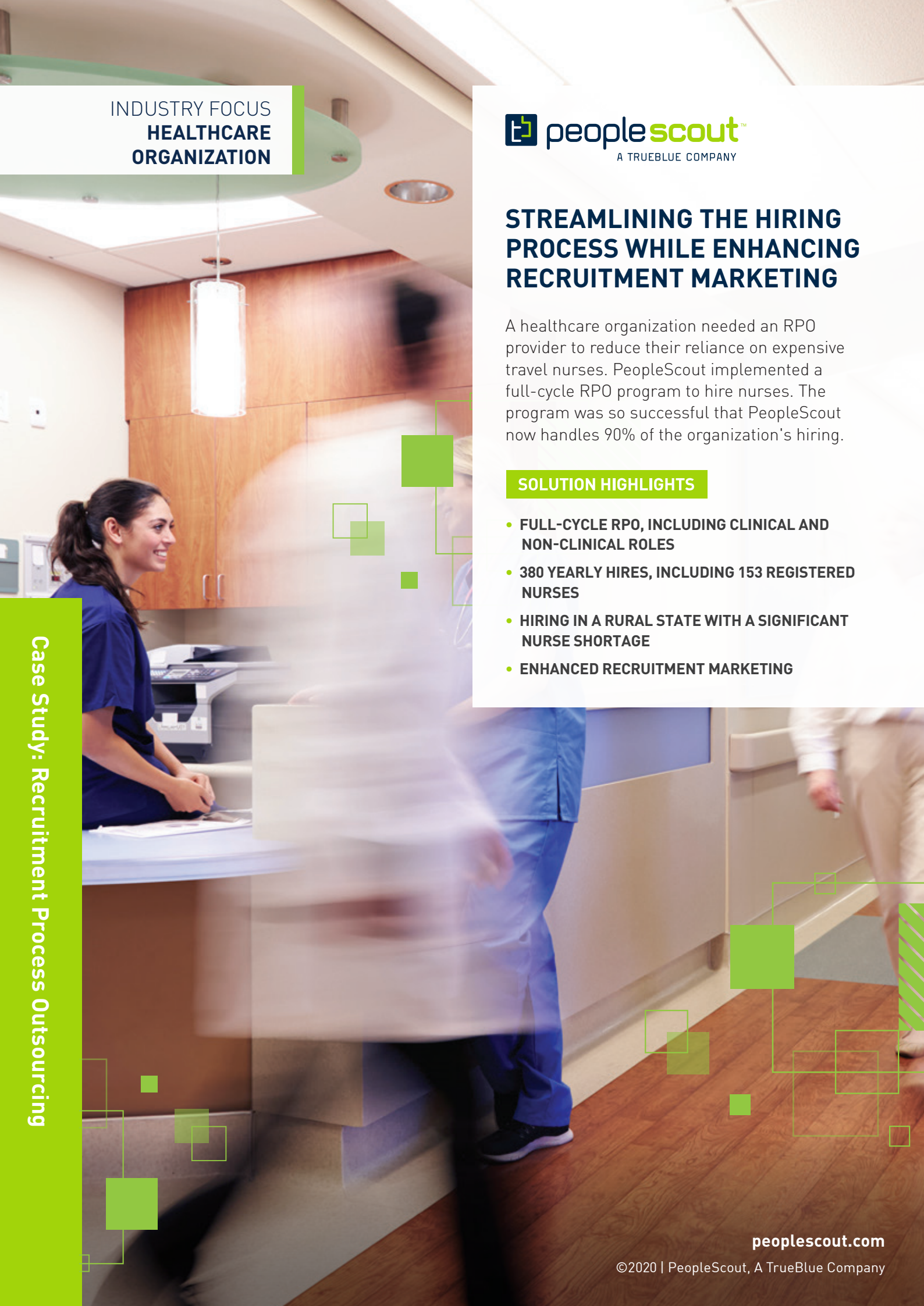

INDUSTRY FOCUS
HEALTHCARE ORGANIZATION

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STREAMLINING THE HIRING PROCESS WHILE ENHANCING RECRUITMENT MARKETING

A healthcare organization needed an RPO provider to reduce their reliance on expensive travel nurses. PeopleScout implemented a full-cycle RPO program to hire nurses. The program was so successful that PeopleScout now handles 90% of the organization's hiring.

SOLUTION HIGHLIGHTS

- **FULL-CYCLE RPO, INCLUDING CLINICAL AND NON-CLINICAL ROLES**
- **380 YEARLY HIRES, INCLUDING 153 REGISTERED NURSES**
- **HIRING IN A RURAL STATE WITH A SIGNIFICANT NURSE SHORTAGE**
- **ENHANCED RECRUITMENT MARKETING**

Case Study: Recruitment Process Outsourcing

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SCOPE & SCALE

The healthcare organization needed an RPO provider to hire nurses. The healthcare system had been relying heavily on traveling nurses, which was expensive. What's more, nursing roles are traditionally difficult to fill. The issue was further complicated by the fact that the health system is located in a rural state with projected nursing shortages.

SITUATION

The client is a healthcare expert but not an expert in recruitment. They needed an RPO provider that could streamline the hiring process and build a strong recruitment marketing program. PeopleScout's RPO program started with nursing hires and now spans 90% of the client's hiring, including all roles aside from physicians, and managing their university recruitment program.

SOLUTION

BUILD A LOCAL RECRUITING TEAM

PeopleScout built a local recruiting team balanced with virtual support. This enables PeopleScout to work directly with the client onsite along with the increased efficiency of a virtual team.

DEVELOP IMPROVED EMPLOYER BRANDING AND LOCATION BRANDING

PeopleScout partnered with the client to understand their employer value proposition and employer brand and then built out recruitment marketing materials to showcase the strong culture and cutting-edge facility. The recruitment marketing materials also include the benefits of working in a small community, including the strong university presence, short commute, low crime and sense of community.

TARGET RECENT GRADUATES

The client partnered with PeopleScout to focus their efforts on hiring recent graduates from area universities. This helped the client get ahead of the competition and train new employees in their RN Residency Program.

IMPLEMENT HIRING BONUS

PeopleScout advised the client to implement a $10,000 hiring bonus for new nurses to ensure their employment offers were competitive based on data research.

IMPLEMENT AFFINIX™ AND STREAMLINED RECRUITING PROCESSES

PeopleScout implemented Affinix and helped the client streamline recruiting processes. This enabled features like management of direct sourcing, panel interviewing and an expedited offer process to decrease the time-to-fill.

RESULTS

LOWEST NURSE VACANCY RATE

PeopleScout helped the client achieve their lowest nurse vacancy rate ever – 1.3%. The healthcare organization also achieved a 136% increase in hiring new graduate registered nurses. The client reduced its use of traveling nurses by 68%, and for the first time, was able to hire nurses willing to relocate for the position.

PROCESS IMPROVEMENT

With PeopleScout's expertise, the client achieved 97% new hire retention and 98% hiring leader satisfaction scores for exceptional performance. The client was so impressed with PeopleScout's results hiring nurses that the client now outsources 90% of their hiring to PeopleScout.

ENHANCED EMPLOYER BRANDING

PeopleScout leveraged the client's strong employer value proposition and was able to partner with the healthcare provider to create an enhanced suite of employer branding materials that feature real employees. PeopleScout also used a comprehensive approach to reach candidates, including social media, campus recruiting and paid search ads.

> **"We are so impressed with this partnership, and it's a significant improvement from our past recruitment practices. We feel so confident working with a partner who "gets it," and we are excited about the quality of our candidate pool."**
>
> — Client Feedback

> **"Out of the three nursing jobs I have obtained in the past, this was by far the most professional and friendly hiring process that I have been through. It was a pleasant change."**
>
> — New Hire

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