



DELIVERING COST SAVINGS AND A HEALTHY RETURN ON INVESTMENT FOR A RURAL HEALTHCARE SYSTEM

A major rural healthcare system sought an RPO provider to facilitate a better return on their recruitment spend through reducing its reliance on expensive traveling nurses. PeopleScout implemented a full-cycle RPO program to hire full-time nurses in addition to other clinical and non-clinical roles. The program was so successful that PeopleScout saved the client 77% on nursing recruitment costs and now handles 90% of the client's hiring including aides, clerical workers, interns, leadership positions, RNs, LPNs, professional service, technical and therapist.

SOLUTION HIGHLIGHTS

- **FULL-CYCLE RPO, INCLUDING CLINICAL AND NON-CLINICAL ROLES**
- **\$4+ MILLION IN COST SAVINGS**
- **813 HIRES OVER TWO YEARS, INCLUDING 377 REGISTERED NURSES**
- **HIRING IN A RURAL STATE WITH A SIGNIFICANT NURSING SHORTAGE**
- **ENHANCED RECRUITMENT MARKETING**
- **IMPLEMENTATION OF AFFINIX™ TALENT TECHNOLOGY SOLUTION**

Case Study: Recruitment Process Outsourcing

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SCOPE & SCALE

The client needed a high-volume RPO solution with a specific focus on hiring nurses at scale to reduce its reliance on expensive traveling nurse staffing providers and improve the organization's recruiting return on investment. What's more, the client traditionally had trouble sourcing and hiring for nursing roles in North Dakota, a rural state heavily impacted by ongoing nursing shortages.

SITUATION

Ongoing rural nursing shortages forced the client to rely on travel nurse staffing providers to deliver talent. The reliance on these staffing providers proved expensive, with the client paying an average of \$73 an hour per locum nurse in contrast to paying \$34 an hour on average per full-time nurse. Traveling nurses also work on 13-week contracts, meaning that the client receives temporary talent and less value for their recruitment spend.

To improve talent acquisition costs and attract hard-to-hire candidates, the client 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 on-site 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 medical 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 local 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 industry data and research.

IMPLEMENTATION OF AFFINIX AND STREAMLINING RECRUITING PROCESSES

PeopleScout implemented our proprietary technology 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 rates.

RESULTS

COST SAVINGS

After implementing PeopleScout's full-cycle RPO solution, the client reduced its nursing recruitment spend by 77% totaling \$4+ million in savings to date.

LOWEST NURSE VACANCY RATE

PeopleScout helped the client achieve their lowest nurse vacancy rate ever – 1.3%. The client 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