

USr Healthcare Case Study

Urban Market Hospital Story

Creating a Pilot Program to Outsource Recruiting





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Background:

Urban Market Hospital #1, located in the Southeast partnered with USr Healthcare to create a Pilot Program to outsource Nurse and Allied Health Recruitment to a staffing firm from IT to better recruit licensed professionals into a secondary market with an objective of increasing the overall RN pool in the market.

USr Healthcare's pilot program began with the following primary objectives:

- Eliminate or reduce contract labor
- Pull a candidate pool greater than 50% from outside of the hospital's traditional market.
- A critical requirement was that the vendor's personnel look and act like a hospital employee.

Program Design:

- The concept behind the original model was to use the strategic methods of a technical staffing firm to recruit licensed healthcare staff from other regions and increase the overall talent pool.
- This idea resulted in the successful outsourcing of the recruitment function for professional staff (RNs, LPNs, Pharmacy, Imaging and Medical Technicians) to a third party vendor.
- The object of the program from the beginning was to create a model that increased the pool of potential new FTE's to the individual facilities by leveraging the resources and methods of a staffing agency at a more affordable rate.

Update:

- Since the initial implementation of the USr Healthcare program, USr has provided uninterrupted recruitment services to this facility for eight years.
- The program has since progressed through four distinct USr models that were created to meet the changing needs of the facility.

Program Results:

Meeting key objectives:

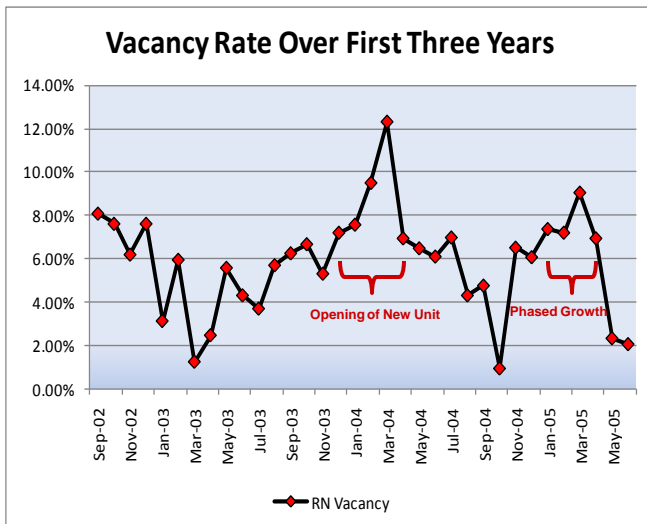
- 57% of all year 1 hires were from outside the market.
- 75% of all year 1 hires replaced, or eliminated the need for contract labor

ROI:

- Hospital accountants documented that USr saved the facility \$1.3M in year 1 of the program

RN Hiring Impact:

- RN vacancy rate from 8.9% down to 3.16%
- Through 18 months 91% of all RN's hired were still on staff



Following the initial elimination of contract labor positions, USr worked with the hospital to eliminate contract labor made necessary by the opening of a new unit and phased growth.