

USr Healthcare Case Study

Rural Market Hospital Story

Eliminating Contract Labor in a New Market





Rural Healthcare Facility Story

Background:

A Rural Healthcare facility located in the Pacific Northwest, partnered with USr Healthcare to address their issues with high contract labor costs and vacancy rates. This facility was the initial client in the Pacific Northwest for USr Healthcare, presenting new challenges to prove that the USr program would succeed in a new market.

USr Healthcare's Initial Recruiting Challenges :

- Client hospital had several union contracts
- Client hospital did not receive walk-in applicants
- Located in a state that is not part of the nurse compact licensure
- Competition was more widely recognized and in the process of building a new facility

Program Design:

- USr Healthcare's program was designed to solve contract labor and vacancy issues facing this facility
- USr Healthcare placed a recruiter on-site, dedicated to contacting RNs and allied health professionals nationwide
- Recruiter worked diligently with Hiring Directors to successfully meet the needs of each department

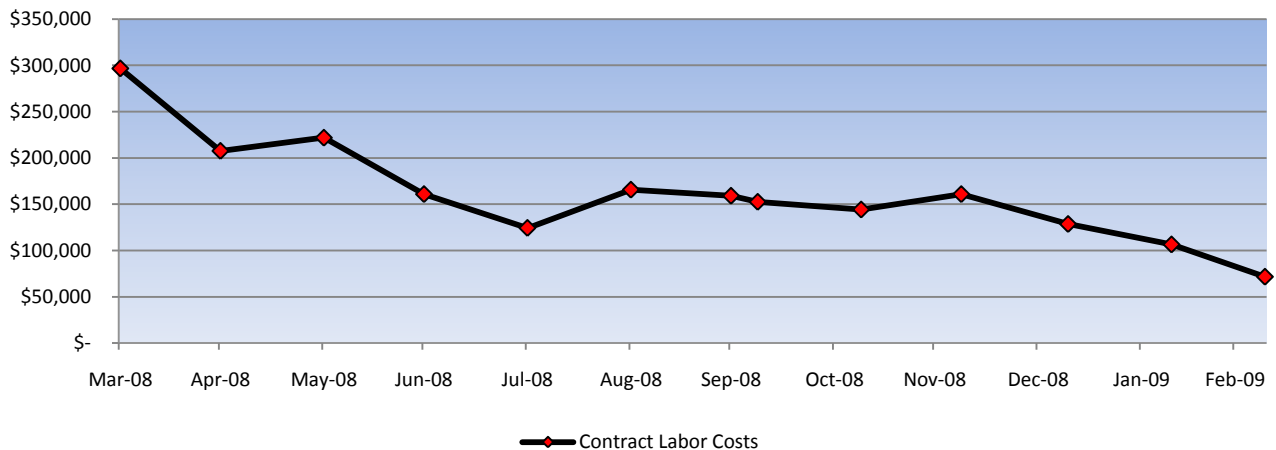
Meeting primary objectives:

- The facility realized a decrease of 76% in Contract Labor costs within the first twelve months of the USr program
- Successfully filled positions that had been open for more than a year in a challenging rural market
- Decreased Contract Labor costs from approximately \$300,000 per month to \$70,000 in the first twelve months

Hiring Impact:

- 10 long term contract positions (over 24 months in duration) were eliminated within the first twelve months
- Filled a FT Physical Therapist position that had been open for more than 18 months

76 % Year One Decrease in Contract Labor



USr Healthcare