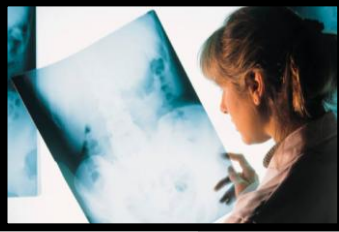


USr Healthcare Case Study

Rural Market Hospital Story

Addressing Contract Labor Issues





Rural Healthcare Facility Story

Background:

A Rural Healthcare facility located in West Texas partnered with USr Healthcare to address growing issues with contract labor in the facility. Prior to partnering with USr, the facility made the decision to address their contract labor issues by expanding their New Graduate program, which caused contract labor costs to double.

USr Healthcare's Primary Objectives:

- Eliminate Contract Labor
- Recruit Experienced RNs
- Improve New Graduate Program

Program Design:

- USr Healthcare's program was designed to solve the serious contract labor 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
- USr designed a program to overcome additional concerns about recruiting an inexperienced staff, as the facility's efforts had been focused primarily on graduate nurses

Meeting primary objectives:

- Despite significant resistance during the first three months of the USr program, Contract Labor costs decreased 30% during that time
- Recruited 41 experienced RNs
- By focusing on the New Graduate Program earlier in the year, the USr Recruiter was able to assist the hospital in recruiting a more qualified class of graduate RNs

ROI:

- The facility realized a decrease of 84% in Contract Labor costs within the first twelve months of the USr program
- 30 long term contract positions were eliminated within the first twelve months

84 % Year One Decrease in Contract Labor

