

# EXPANDED RECRUITING REACH

## A FOCUSED RPO PROJECT FOR A LEADING CHILDREN'S HOSPITAL

When one of the country's most respected children's hospitals needed a large number of experienced pediatric ICU registered nurses for a cardiac staff expansion project, they turned to our RPO program to overcome their recruitment challenges.



### Client Scenario

- Nationally recognized Level I Trauma and Cardiac Transplant Centers
- 200-bed full-service children's hospital
- Required large number of NICU and PICU RNs for program expansion
- NICU required 1–2 years' experience in a Level III NICU
- Additionally, cardiac and open heart experience desired
- Due to other recent expansions, they had exhausted the local and statewide supply of qualified candidates

### Our Solution

- Designed and implemented a national recruiting program, concentrating primarily on markets known to have strong pediatric healthcare facilities and cities identified as being traditional feeder markets to the home state of the facility.
- Appointed a designated Recruiting Manager and account support team focused solely on the recruitment of critical care nurses
- Created an extensive communications program including public relations, advertising and online recruiting
- Built customized, client-branded recruitment landing pages, posting templates, email templates and collateral support materials
- Implemented weekly key stakeholder meetings to review account activity, performance metrics and upcoming needs to review

### Program Results

- Over 100,000 recruiting contacts with qualified Registered Nurses in targeted markets across the United States
- Review and evaluation of 200+ qualified applicants to finalize candidate slate
- RPO program continues to drive qualified candidates to the facility and has led to numerous hires, improved candidate flow and a marked increase in applications.
- Reduced vacancy rate by 30% in the first 150 days of operation

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From enterprise wide partnerships to project-based programs, the Supplemental Health Care RPO division works with hospitals and healthcare facilities across the country to implement sourcing and recruiting programs to help clients meet their hiring goals.

