

case study:
Division RPO solution



BACKGROUND

Leadership of the Midwest division of a national healthcare company was concerned with the amount of contract labor being utilized throughout the organization. An additional concern was the division's heavy reliance on new graduates to fill critical positions. Division management tried several internal recruiting strategies, including a system-wide Talent Acquisition Team, prior to engaging Cross Country Healthcare to outsource recruitment for the entire division. Cross Country Healthcare's ability to source and increase the pool of experienced staff was crucial to the division's ability to expand its service lines.

PROGRAM DESIGN

- ▶ Successful outsourcing of the recruitment function for all staff to Cross Country Healthcare with an emphasis on all clinical and non-clinical areas in each facility.
- ▶ Created a model that increased the pool of potential new FTEs to the individual facilities by leveraging the resources and methods of a staffing agency at a more affordable rate.
- ▶ Cross Country Healthcare streamlined the recruitment process by documenting the existing process, making the necessary adjustments tailored to meet the needs of each facility and presenting the changes to each hospital's leadership in unison with the HR department.
- ▶ Cross Country Healthcare assumed full-cycle recruitment throughout the enterprise, handling positions from requisition creation through onboarding, and finally transitioning new hires to facility HR personnel at orientation.
- ▶ Cross Country Healthcare hired mutually agreed upon personnel that would have been displaced by outsourcing, including 6 recruiters and 2 administrators (recruitment specialists).
- ▶ An onsite recruiting director provided daily oversight and project management for the RPO team.
- ▶ All client processes and regulations were administered and executed by Cross Country staff.

PROGRAM RESULTS

- ▶ Cross Country Healthcare's RPO solutions eliminated more than 100 unbudgeted contract travelers in core staff positions during the first eight months of the engagement.
- ▶ Over \$4 million in client documented savings in the first year through the elimination of unbudgeted contract labor.
- ▶ Increased hires of experienced staff by 67 percent within the first 90 days.
- ▶ Within the first sixty days, the RPO team filled a director vacancy that was open for more than one year prior to Cross Country Healthcare's RPO implementation.
- ▶ Cross Country Healthcare successfully and seamlessly integrated flex staffing levels, both up and down, to meet the clients' changing needs and coverage areas, including a tremendous increase in open positions as shown on the dashboard data below.
- ▶ Client was significantly below the national average cost per hire of \$3,033 (Deloitte, 2014) with a low of \$629 in year five of the example on the following page.

CLIENT FEEDBACK

"After attempting to establish an effective and efficient recruitment process for several years with mixed results, our division partnered with Cross Country Healthcare to lead our recruitment function. Immediately we benefited from their expertise, professionalism and operational acumen. The result was increased hires and the ability to reduce our contract labor expense, allowing our organization to invest more in our workforce. Cross Country Healthcare was a fantastic business partner." — *Division VP of HR*

- ▶ **Contact me today to discuss a Recruitment Process Outsourcing solution customized to your specific needs.**

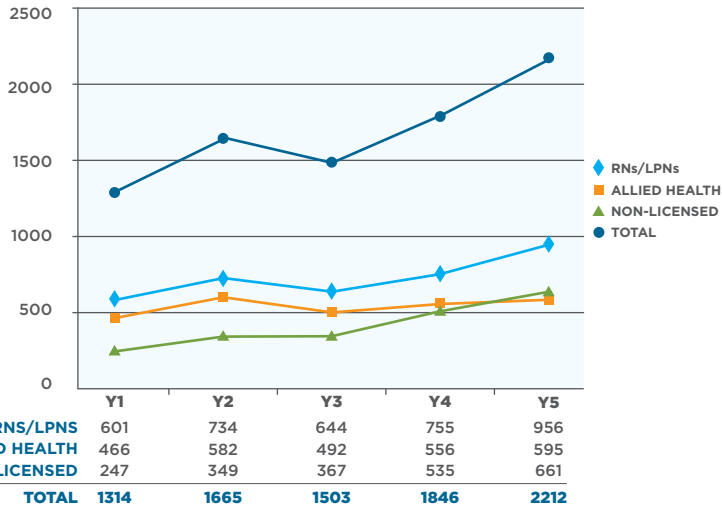
Mark Dixon

mdixon@crosscountry.com | Tel. 615.445.3035

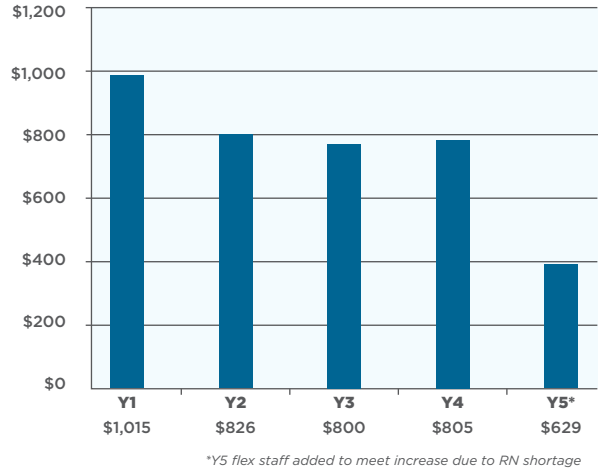
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PERFORMANCE METRICS

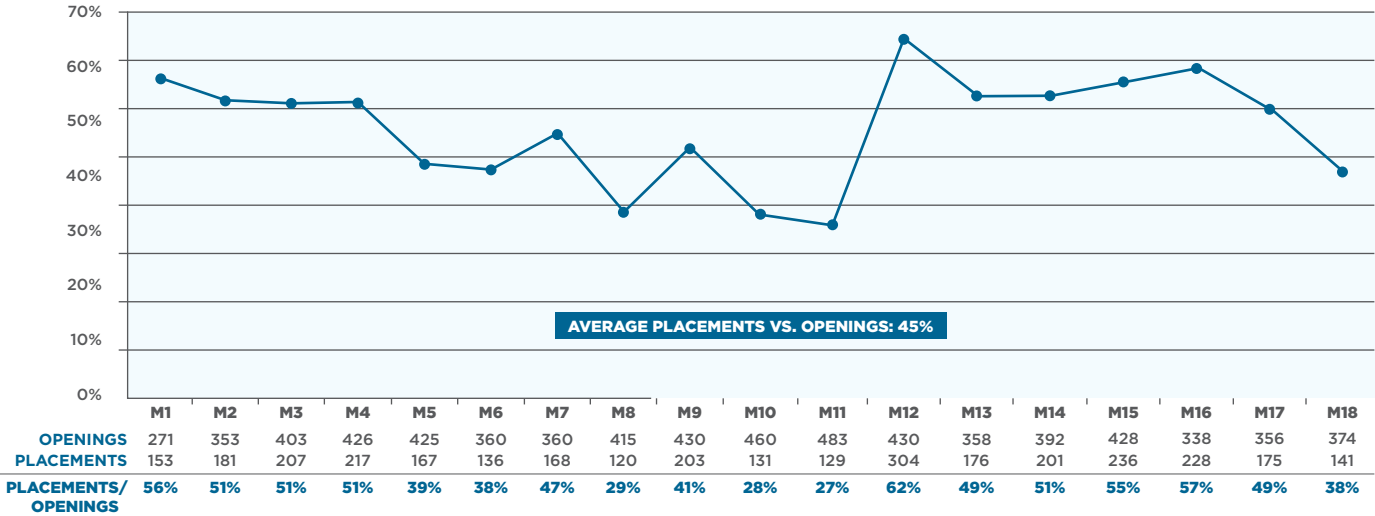
PLACEMENTS BY GROUP



CROSS COUNTRY AVERAGE COST PER HIRE



PLACEMENT PERCENTAGE AGAINST OPEN POSITIONS BY MONTH – TRAILING 18 MONTHS



Y3 VS. Y5 HIRING COMPARISON BY MONTH

