

case study:
Multi-facility division RPO solution



BACKGROUND

One of the nation's leading healthcare providers, with a 13-facility division in Texas, was facing a growing issue with unbudgeted contract labor and escalating clinical staff vacancies. Because it utilized the most contract labor of any division in the organization, the division's senior leadership felt it necessary to seek alternative solutions to address the issue. They designed a program to eliminate contract labor by outsourcing all clinical staff recruitment to Cross Country Healthcare, which recruited and retained qualified FTEs to fill core staff positions.

PROGRAM DESIGN

- ▶ Due to the division's size and complexity, the program was designed to be implemented in three distinct phases.
- ▶ Hospitals were divided into groups based on their usage of contract labor and projected growth at each facility.
- ▶ Cross Country Healthcare streamlined the recruitment process by documenting the existing process, making 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 hired mutually agreed upon personnel that would have been displaced by outsourcing, including 12 recruiters and four administrators (recruitment specialists).
- ▶ In addition, an onsite recruiting director and manager provided project management throughout the engagement.
- ▶ 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.
- ▶ All client processes and regulations were administered and executed by Cross Country Healthcare staff.

PROGRAM RESULTS

- ▶ More than 500 unbudgeted contract FTEs were eliminated.
- ▶ Over \$20 million in client documented savings in the first year.
- ▶ 94 percent open position fill rate within six months.
- ▶ Client's average cost per hire was significantly below the national average of \$3,033 with a low of \$720 in year seven, as shown in the chart on the following page.
- ▶ Due to the initial clinical recruiting success, Cross Country Healthcare assumed responsibility for recruitment of both clinical and non-clinical staff after the first six months of the engagement.

CLIENT FEEDBACK

"We began our partnership with Cross Country Healthcare at the beginning of the year and we have been amazed at how smoothly they managed the transition. We implemented their program in 13 facilities with a total of 12,500 employees. Cross Country Healthcare staffed those facilities with quality recruiters and they've done an exceptional job retaining these talented professionals. I've found this to be an exceptionally customer-focused organization that we consider a true partner in our effort to recruit and retain quality healthcare professionals." — *Division VP of HR*

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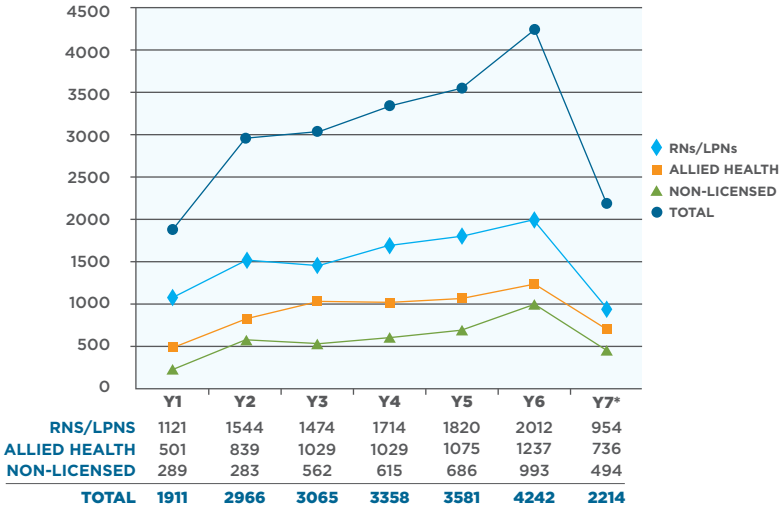
- ▶ **Contact me today to discuss a Recruitment Process Outsourcing solution customized to your specific needs.**

Mark Dixon

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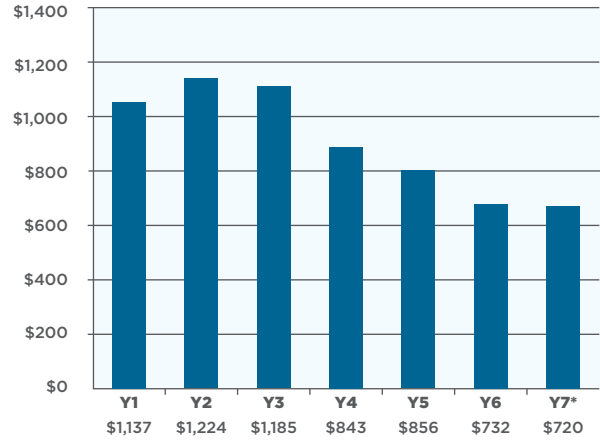
PERFORMANCE METRICS

PLACEMENTS BY GROUP



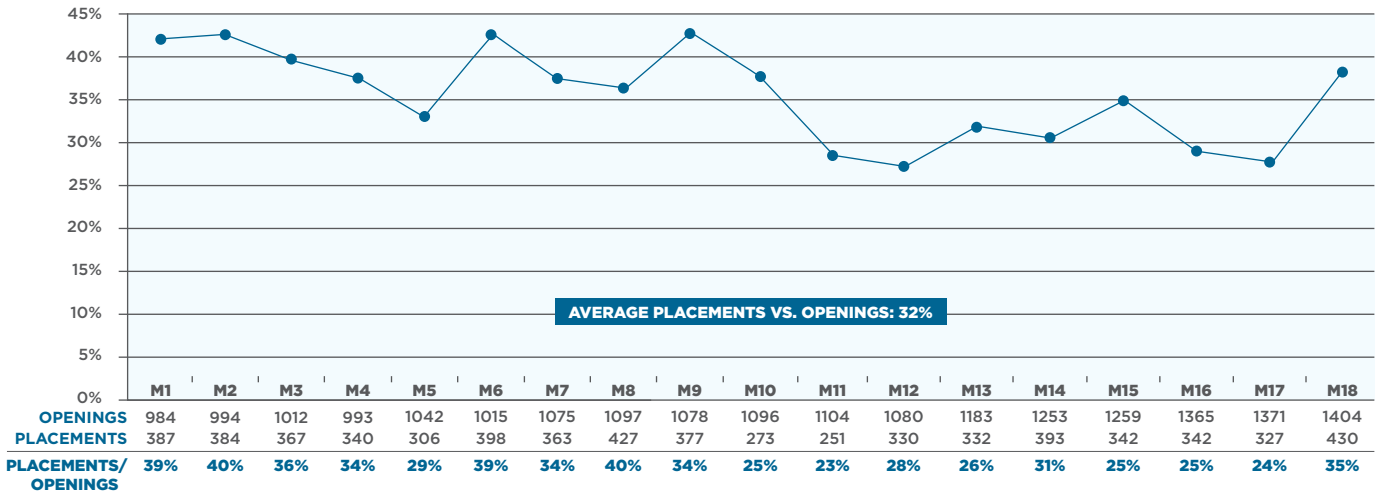
*Y7 reflects a six-month window

CROSS COUNTRY AVERAGE COST PER HIRE



*Y7 reflects a six-month window

PLACEMENT PERCENTAGE AGAINST OPEN POSITIONS BY MONTH – TRAILING 18 MONTHS



Y5 VS. Y7 YTD HIRING COMPARISON BY MONTH

