



# Northwell Health Partners with Cross Country Healthcare for Historic Surge Support



The Cross Country Healthcare managed services program (MSP) partnership with Northwell Health was on the road to another successful year of workforce strategic planning when the COVID-19 pandemic quickly escalated in the United States wreaking havoc on the New York region.

As New York's largest private employer and health care provider, Northwell Health with 23 hospitals and nearly 800 outpatient facilities faced

unprecedented surge events through the state, creating the demand for high volume staffing support for their facilities struggling to meet the critical needs of their communities. With a fourteen-year MSP partnership built on collaboration and trusted counsel, Northwell Health turned to Cross Country to request a strategic surge support plan to include RN and Allied Health staffing assistance that could be rapidly implemented, scalable and ready to assist with high volume.

The MSP partnership between Northwell Health and Cross

Country Healthcare is an example of the impact a collaborative relationship has on the success and agility of an enterprise program. As COVID-19 surge activity began rising rapidly in early March, Northwell Health leaders sought a plan to support what would eventually call for hundreds of nurses and allied professionals to handle projected patient census. Northwell Health set an expectation to fill over 600 healthcare provider assignments within 45 days.

In preparation for surge activity, Northwell Health began proactively reviewing and optimizing pre-existing protocols so that when Cross Country's Program leaders and clinical leadership team consulted with Northwell Health, delivery plans and creative onboarding practices could quickly be implemented to ensure high volume support would be available through what would become one of the most catastrophic viral outbreaks in state history.

#### **CREATIVE SOLUTIONS.**

Cross Country Healthcare worked internally to mobilize nurses, nurse techs, certified nursing assistants and respiratory therapists ready to answer the call. By leveraging a massive provider network of over 8 million healthcare professionals, Cross Country Healthcare established a pipeline of providers across disciplines for travel and shift assignments. Prior to the outbreak, Cross Country delivered an average of 60 daily travelers for the organization. As numbers of contingent staff grew Northwell did not have to allocate additional staff or valuable resources to manage the screening, interview, credentialing and onboarding process – a flexible and agile approach to ensure program cost savings and efficiencies were not lost.

Recognizing that a commitment of this size and urgency would stretch even the most tested practices and procedures, Cross Country worked closely with Northwell Health to ensure any potential areas of the staffing process that could

### **Northwell Health Highlights:**

**23**  
HOSPITALS

**800**  
OUTPATIENT FACILITIES

**38,000**  
BABIES DELIVERED ANNUALLY



## Count of Unique HCPs by Type/Specialty

Type/Specialty	Count	Average Days to Fill
RN - ICU	284	7.5
RN - Med/Surg TELE	113	7.2
RN - ER	98	3.7
RN - Med/Surg	87	6.8
RT	35	2.5
RN - TELE	12	7.7
RN - Dialysis	11	4.1
RN - PICU	5	3.8
<b>TOTAL</b>	<b>645</b>	<b>5.4</b>

become potentially problematic under the strain of this heightened need were addressed. In addition to an aggressive staffing plan, as a result of this effort, Cross Country Healthcare and Northwell were able to leverage strong best practices for surge coverage in the areas of compliance and onboarding.

### DEVELOP & IMPLEMENT NEW COMPLIANCE STANDARDS.

Cross Country and Northwell Health reviewed compliance carefully, working together to simplify the credentialing process with a focus on speed without a sacrifice in quality. To mitigate any risk and to provide proper oversight, Cross Country and Northwell met up to three times per week during the most demanding stages of the crisis to ensure any compliance matters could be routinely and efficiently addressed.

### STREAMLINE THE ONBOARDING EXPERIENCE TO FAST TRACK PROVIDERS FOR CRITICAL NEEDS.

For onboarding, one of the most important parts of the delivery process needed to be efficient without

losing any critically important insight on the facility, the mission, the technology and participating in day to day operations. During this surge event, the onboarding was done virtually, condensed to essential information delivered using a variety of communication tactics in order to get providers beside as quickly as possible. Cross Country implemented communication practices, including text blasts and emails, simplifying onboarding tools that allowed both organizations to move providers to their assignments with minimal confusion.

### PROVIDE AROUND THE CLOCK PROVIDER INFORMATION & SUPPORT.

Through the Cross Country clinical hotline, established at the beginning of the pandemic as a way to stay connected around the clock for providers on assignment, organization leaders were heartbroken and inspired daily by the stories providers shared as they completed assignments. The Cross Country team tracked and analyzed hotline data to determine tips and tools to assist providers as they supported clients like Northwell onsite. Through the COVID-19 Resource Center, up

“The success of any relationship of this length can only succeed if trust is established between the parties and that is certainly the case for Northwell’s partnership with Cross Country Healthcare.”

MAUREEN WHITE,  
EXECUTIVE VICE PRESIDENT AND CHIEF NURSE EXECUTIVE AT NORTHWELL HEALTH

to the minute information was provided on license waivers, crisis assignment best practices and tips on staying safe through travels and at facilities.

### PROGRAM RESULTS.

Working together, Northwell Health and Cross Country Healthcare leveraged their collaborative relationship to enable a staffing program that provided critical support. Maureen White, Executive Vice President and Chief Nurse Executive at Northwell Health, attributes the success of the partnership with Cross Country Healthcare to clear expectations and trust.

“Over the past 14 years, we have been able to build a mutual understanding of each other’s

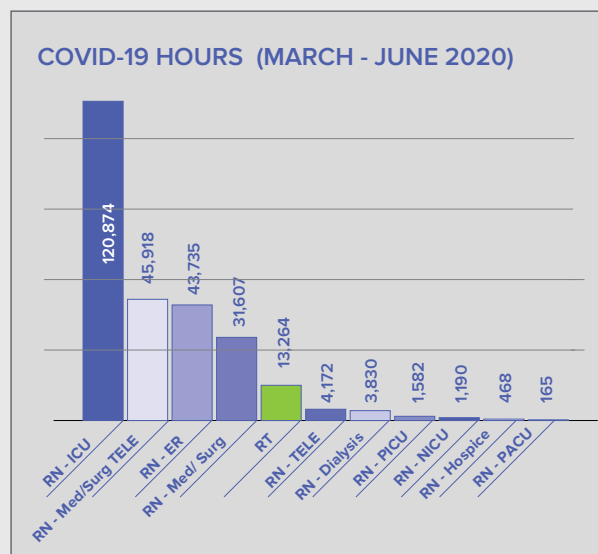
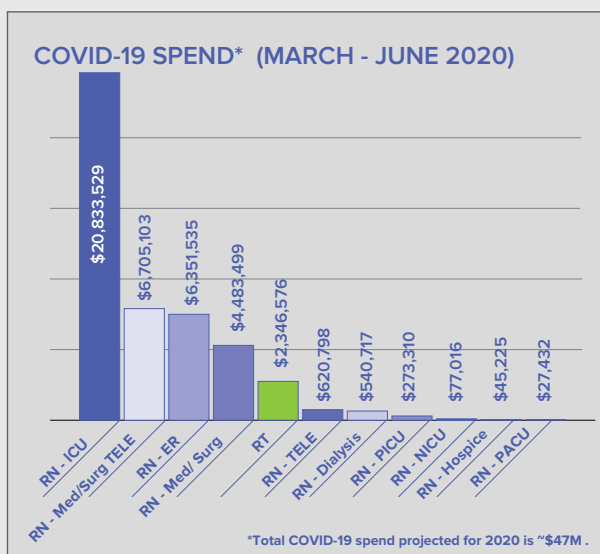
expectations related to patient care needs and how best to meet those expectations,” White explains.

### DURING TIMES OF ADVERSITY, STRONG RELATIONSHIPS BECOME EVEN STRONGER.

As the pandemic swept through the state of New York, the Cross Country Healthcare team felt a professional and personal collective obligation to assist healthcare clients like Northwell as they battled tirelessly on the front lines of the fight against COVID-19. For Northwell Health, the support provided by Cross Country played an important part in ensuring coverage and quality care.

## Program Results

The COVID-19 pandemic has demanded quick strategic action from healthcare facilities and their partners in order to cover massive needs in within a tight timeframe. By prioritizing partnerships and patient care over profit margins, Northwell Health and Cross Country worked together to ensure historic surge coverage leading to over 260,00 assignment hours.



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## **ABOUT CROSS COUNTRY HEALTHCARE**

Cross Country Healthcare, Inc. (CCH) is a leader in providing total talent management including strategic workforce solutions, contingent staffing, permanent placement and other consultative services for healthcare clients. Leveraging nearly 35 years of expertise and insight, CCH solves complex labor-related challenges for clients while providing high-quality outcomes and exceptional patient care. As a multi-year Best of Staffing® Award winner, CCH is committed to excellence in delivery of its services and was the first public company to earn The Joint Commission Gold Seal of Approval® for Health Care Staffing Services Certification with Distinction.