

# Case Study

Personify's recruitment strategy helped a rural hospital in N.C. reduce their time to fill and costs associated with hiring travel nurses.

## BUSINESS ENVIRONMENT AND CHALLENGES

By 2026, U.S. nursing job growth is expected to be 15%, twice the national average. At the same time, hundreds of thousands of RNs are expected to abandon their nursing careers due to difficult working conditions, low pay, long hours, and a lack of support and appreciation.

In this environment, a growing, Level 1 Trauma Center serving a rural population was struggling with an unsustainable over-reliance on high cost travel nurses. In addition to the highly competitive RN labor market, the hospital's location, compensation, and employer brand were challenges.

It's under these circumstances that the hospital partnered with Personify to hire experienced RNs in some of their most difficult to fill units. Some of the most challenging requisitions had been open for 600+ days, and the average time to fill was 174 days. This hospital needed nurses quickly not only to better serve patients, but also to reduce unsustainable travel nurse costs.

## SOLUTION

Personify approached the challenge differently and re-invented the recruiting process to address the unique nuances associated with recruiting RNs in a labor-deplete market. This included:

- Conducting an employer brand audit to better understand what the hospital offered as an employer that aligned with candidates' work motivations;
- Developing an ideal nurse candidate persona to highlight the attributes of RNs most likely to take a job at the hospital to quickly identify and prioritize the best candidates;
- Analyzing the hospital's existing hiring data to determine geographies most likely to produce interested candidates;
- Changing our recruiters' talk tracks to immediately identify candidates with an openness to relocating;
- Creating a new recruiting team structure with 3 dedicated roles: sourcing, screening, and closing to maximize our outreach and conversion of candidates.

## RESULTS

Over the course of the partnership, Personify has placed over 80 highly qualified nurses at the hospital, generating an estimated annual savings in travel nurse costs of \$6,000,000 while also reducing time to fill across some of the most challenging reqs by over 50%.