



Making Healthcare Better, One Job at a Time

HOW AN AI-POWERED HEALTHCARE RECRUITMENT PLATFORM RECRUITS HEALTHCARE STAFF **50x** FASTER



HEALTHCARE RECRUITMENT SOLUTIONS

ABOUT THE CLIENT

A community-focused health system in New York City.

THE CHALLENGES FACED

The healthcare company was struggling to find coverage to meet the demands of their patient census during the peak of COVID- 19 and the following months. The company worked with 14 other staffing partners to find coverage across their 3 hospitals, but no agency was able to fill enough shifts to maintain appropriate nurse-patient ratios

across different departments. The healthcare industry and public health facilities were experiencing nurse shortages because of increased demand for nursing staff across the country and in New York City. During this time, the company faced challenges in attracting quality nursing candidates compared to its financially strong and prominent counterparts in New York. With patient volumes rising and the COVID-19 implications putting nearly a quarter of staff away from work, there was no means to address the immediate coverage needs at all healthcare facilities. The health system was facing challenges in maintaining nurse-patient ratios across their department, staff burnout, and high bill rates from staffing agencies.

HIGHLIGHTS

- **Patient-to-nurse ratio reduced to half**
- **40 qualified profiles credentialed in Week 1**
- **Operational costs were reduced by 48%**
- **32 qualified registered nurses were onboarded in just 4 weeks**

SOLUTION PROVIDED

After the healthcare companies' partnership with DirectShifts, we were able to quickly tap into a pool of over 750,000 clinicians on the platform, and we were able to source quality candidates who were actively and passively searching for opportunities. The unique artificial intelligence (AI) based-matchmaking system quickly sorted and identified the top applicants and best leads that fit the hospital's requests.

This was made possible by DirectShifts' leveraging its state-of-the-art platform and promoting a strategic partnership with the client. By taking a deeper interest and involvement with the client, they understood our investment in them as a long-term partner instead of a short-term project. The DirectShifts platform, featuring online credentialing and professional documentation storage for clinicians, successfully expedited the credentialing process for all nursing candidates. These "DirectShifts Pre-Credentialed" and hospital-approved candidates were fully credentialed and cleared for orientation by week 3.

DirectShifts implemented a significant referral program to supplement our current sourcing activity. This proved to be the main driver in helping us uncover qualified candidates. By taking a long-term approach here, our main goal was to fill as many shifts as possible in the shortest amount of time. There wasn't enough time for lagging negotiations, so our recruitment team developed rate parameters, which we had to abide by, even if it meant taking a slight hit to our overall margins. This gave us the speed necessary to make an impact!

DIRECTSHIFTS' IMPACT

Sourced, Vetted, and Presented 40 qualified candidates who were highly interested in the client's open job roles

WEEK 1

Hospital approved candidates were fully credentialed and cleared for orientation

WEEK 3

Within a span of 4 weeks, Sourced, Credentialed, and Onboarded 32 qualified Registered Nurses

WEEK 4

CONCLUSION

In just 3 weeks, the steps taken by the DirectShifts team turned around the tables and we observed:



ICU Patient to Nurse Ratio

4 : 1



2 : 1



Medicine- Surgeon Patient-to-nurse ratio

9 : 1



6 : 1



Cost optimization

10x



5x

- We evaluated the market conditions.
- We identified the best matches using the DirectShifts platform and made ourselves highly visible. Taking a customer service approach over and above industry standards.
- We knew that if the clinicians felt like they were being taken care of in this tough time, they would not only sign up with us but also refer their colleagues to come on board as well.

This healthcare company has continued its work with DirectShifts and has become one of its prominent partners, expanding its relationship into additional specialties and occupations.

Get started with DirectShifts today. Meet the best AI-matched candidates from our pool of 800,000+ pre-credentialed, verified, ready-to-work clinicians for your open roles. Track and communicate with all your applications directly on the DirectShifts platform. Use features like ATS, Timesheets, and automated billings to manage the shifts of the clinicians who are working for you. All of this at a lower price than traditional job boards or legacy staffing agencies!



(917) 310-2460



support@directshifts.com



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