Virtual Nurse Case Study

Overview:

A nationally recognized healthcare system was looking to scale its virtual RN triage nursing program and needed 30 telehealth nurses a month over six months across all 50 states. Their internal recruiting staff could not keep up with the number of required positions needed to fill. The lack of candidates needed was threatening revenue targets and their client's requirements.

AlediumHR devised a talent acquisition strategy that would attract qualified nursing candidates to ensure a successful transition to the new telehealth model. This organization had used other staffing providers to try and fill the void, from the healthcare industry to temporary staffing firms, but they had no success and incurred higher costs.

Background:

As one of the world's largest healthcare organizations, they needed to achieve high-volume hiring quickly. They could not meet the healthcare job market's challenges and significantly changed competitiveness due to the pandemic and a nursing shortage. The client had specific requirements for the virtual nurses, five years minimum experience, multi-state licenses, comfortable with technology, and working remotely. Ensuring the future of the virtual nursing division required forming an Integrated Talent Acquisition Delivery System in which the organization and providers were aligned.

With the rapid increase in patient telehealth utilization, the organization was scrambling to find candidates to keep up with the demand, creating the need to work with a 3rd party to fill the recruiting gaps. The company needed an experienced telehealth industry recruitment firm and a recruitment model to handle the hiring volume to attract the number of nurses required to meet patient demand and revenue targets.

Solution:

AlediumHR began by thoroughly analyzing the client's needs and job requirements. After briefly reviewing the current model, AlediumHR became the company's recruitment lead, working alongside their talent acquisition and nursing management teams. To help attract top nursing talent, we implemented our proprietary **Talentlytical® AI Talent Acquisition Platform.**

Talentlytical® machine-learning algorithms access millions of potential candidates from untapped talent sources so that we can provide our clients with healthcare professionals beyond job boards and other typical recruiting methods. We targeted individuals with relevant qualifications and experience and shared testimonials from current virtual nursing employees to showcase the benefits of working for the organization and in a virtual setting. Our team focused on candidates with prior virtual or remote care experience to ensure the clients successfully transitioned to the new telehealth model. We assessed the candidate's communication skills, technical proficiency, and ability to work independently. AlediumHR also assessed each candidate's comfort level with technology and ability to adapt to new software and virtual platforms.

Results:

Our depth of candidate data provided our client with top-tier applicants, lower cost-per-hire, improved speed-of-hire, lower candidate attrition, and a better candidate match, equating to lower talent acquisition costs. Our combination of technology, industry experience, and a nationwide network of accomplished talent acquisition professionals provided us access to highly vetted top-tier healthcare talent. With our proprietary *Talentlytical®* AI Talent Acquisition Platform, we quickly identified and screened qualified candidates.

We met the 30 nurses a month requirement for all six months, and the virtual nursing team was quickly integrated into the client's telehealth model. The client was highly satisfied with the quality of the candidates and the smooth transition to a virtual nursing team.

AlediumHR reduced attrition and recruiting costs and made a significant difference in meeting the client's recruitment goals. Of the 180 nurses needed, AlediumHR recruited 100% of these. AlediumHR continues to be the primary resource to the client in assisting them with these and other roles throughout the company. Additional cost and time savings were achieved by effective pre-screening of candidates, resulting in a placement-to-interview ratio of 1:2.5. Speed-to-hire was greatly reduced, and cost-per-hire significantly improved, allowing them to ramp up quickly and meet all their hiring goals.