

INTEGRATED TALENT SOLUTIONS



randstad



CASE STUDY

A Roadmap for Rapid Healthcare Response

The Power of a Partnership:
COVID-19 Mass Vaccinations

CASE STUDY

INTEGRATED TALENT SOLUTIONS



KEY RESULTS FROM OUR PARTNERSHIP:

- Four vaccination hubs operating 7 days/week
- Up to 5,000 patients vaccinated each day at each location
- Over 678,000 doses administered
- Over 1,000 qualified RNs and LPNs administering vaccines
- Over 600 RNs and LVNs assisting client's Southern California clinics
- Over 400 non-clinical personnel placed by Randstad to help coordinate efforts
- 36 Interim C-Suite leaders onsite to manage the vaccination process
- 74 iPads deployed for language interpretation services

OUR PARTNERSHIP

AMN Healthcare has proudly partnered with a large healthcare provider's facilities in California for over a decade. Over that time, the relationship has expanded exponentially as the synergy between the companies has grown. We have supported their facilities in California and across the country in daily staffing for both travel and per diem nurses and have also been an integral part of their strike and crisis nursing initiatives.

In addition, we've helped them staff for interim C-Suite roles (CEOs, CNOs, CFOs), clinical directors, allied healthcare personnel, and physicians when needed.

THE CHALLENGE

With the rapid rollout of new COVID-19 vaccinations hitting the market in early 2021—and the urgent need to vaccinate Americans so they could return to work—our client challenged our team with the task of helping them stand up and staff multiple mass vaccination sites across the state of California within as little as a two-week timeframe.

The request was for the full complement of operational staff—managers (i.e., CNOs, CMOs or Directors of Nursing), clinicians (both RNs and LPNs), support personnel, logistics and necessary supplies. For the non-clinical roles, we called upon our [Integrated Talent Solutions](#) partner, [Randstad](#), the global leader in non-clinical talent and technology. The go-live date for the entire process had a very aggressive timeline of one to two weeks.

“We knew that we had to be nimble because of the ebb and flow of vaccine availability,” stated Melissa Reyes, AMN’s Vice President of Strategic Services. “The request was to administer as many vaccinations as possible in the first 90 days of the program, so we knew it would take a group effort. Our staffing capabilities were there, however the challenge of handling available supply, staffing, and growing patient need as vaccinations were approved for larger demographics were still hurdles that had to be considered.”

“We knew that we had to be nimble because of the ebb and flow of vaccine availability.”

- Melissa Reyes

Vice President of Strategic Services, AMN Healthcare



Our close partnership with Randstad ensured there was a single process and a single delivery team to oversee the project execution for both clinical and non-clinical needs. This dedicated team worked 24/7 to establish operations for pre-boarding, onboarding, contractor communications and offboarding.

To further support the initiative, AMN also helped the client develop and deploy a co-branded marketing campaign for acquiring the required personnel. The campaign included a multichannel focus across social media, email marketing, and a variety of other outreach strategies.

Per Liz Cunningham, Head of Digital Solutions at AMN, “The goal was to harness the sourcing power of all recruitment teams across our organization by creating a consistent message to clinicians. We created a single intake form that allowed clinicians to raise their hand to show that they wanted to be part of the vaccination project. We further parsed their information based on location, specialty and interest type.”

Through these co-branded, multichannel efforts, we generated over 10,000 interested candidates in a single day. While the staffing initiatives were underway, we also wanted to provide for language interpretation needs for the vaccination sites. Using our existing interpretation technology, we quickly deployed our services to help all locations be ready to handle any language barriers that could arise.

Final steps in the process included the staffing of personnel to manage and oversee the vaccination process at each site, along with a scheduling call center that would help manage the needs of onsite personnel (i.e., to report sick days or time off requests).

B.E. Smith, an AMN Healthcare Company and leadership talent provider for C-Suite personnel, was used for the vaccination sites' management personnel, while our Avantas Workforce Optimization division manned a call center to handle the staffing coordination of both the clinical and non-clinical personnel.

Through these co-branded, multichannel efforts, we generated over 10,000 interested candidates in a single day.



STRONGER TOGETHER

AMN has a dedicated team for this critical need and all of our partners' initiatives. While COVID-19 has created multiple challenges for the healthcare industry, the last year has taught us that partnerships truly make us stronger over time.

As our partnership continues to evolve, a theme of growth has emerged. Together, we're growing our efforts for COVID-19 and beyond. By working together, we continually create new opportunities for patients to thrive.

WE'RE HERE FOR YOU

If your healthcare organization is looking for assistance with your COVID-19 vaccination efforts, or if you need a better strategy to attract and retain talent, we can help.

TO LEARN MORE, please contact us at client.services@amnhealthcare.com
or visit us at AMNHealthcare.com/ITS.