



4 Ways to be Proactive in Today's Competitive Healthcare Talent Market

The shortage of talent is a challenge for all healthcare organizations across the country. However, it is also an opportunity to break long standing practices and apply creative solutions to help deliver lifechanging care. At AMN Healthcare, we are committed to working with organizations to apply innovative solutions to help them achieve their care goals.

1. Get creative by using the right mix of staffing solutions

There are a wide variety of nurse staffing solutions available to healthcare organizations today, and many are learning to combine them in the ways that work for their specific situations. Here are a few examples of how traditional categories of supplemental staffing can be flexible for your needs.

- **Travel nursing:** Not all travel nursing assignments are 13 weeks. Many nurses will take assignments as short as 8-weeks, and as long as 26-weeks, which is an efficient solution as there are no additional credentialing, orientation, or onboarding requirements and results in the healthcare professional making a longer impact to patient care and stronger continuity with your core team.
- **Local nursing:** Often, this source of staffing is only used for single shifts, but more clients are leveraging block or master booking. With this strategy, you can secure a nurse for 4, 8, or 13 weeks at a time for 3–4 shifts per week, enabling you to schedule them around the shifts/days you need them most. We can also help clients build their own internal float pools, which can include scheduling software to optimize your own float pool management.
- **Crisis staffing:** This category of staff offers you the most flexible options for assignment duration and start dates. Crisis staffing can include 4–13-week assignments starting in 2–4 weeks. This engages a different pool of clinicians who can respond quickly to urgent needs for both small volume requests as well as large scale events.

Keep in mind that not all suppliers can provide all nurse staffing options. Multiple recruitment teams and unique clinician supply pools who are already credentialed and working with AMN help fuel our ability to fill these needs quickly and efficiently. By collaborating with a full-scope partner like us with the experience and resources to ensure you have the most creative options, your organization will have the benefits of even greater support to deliver excellent patient care.

DID YOU KNOW?

AMN Healthcare had over 42,000 new nursing applicants in 2021

2. Make your opportunity more competitive

Geography and pay rate are the top two drivers for a healthcare professional choosing an assignment, but there are many other factors that can help you attract a great candidate. Flexibility and speed are two additional components that can drive healthcare professionals to choose your assignment.

- **Speed:** Many healthcare systems moved to crisis credentialing and compliance guidelines during COVID-19, maintaining quality control while getting healthcare professionals started more quickly and efficiently. This strategy worked so well, many healthcare organizations are now retaining these streamlined compliance guidelines beyond COVID-19. Also, expediting the interview process by going digital can decrease the turnaround time to secure your healthcare professional – especially when they have many other options available.
- **Flexibility:** Make it easy for a healthcare professional to say yes to your job by offering flexible start dates, time off, and orientation dates (as well as paid orientation), including streamlined pre-start modules and virtual or hybrid orientation sessions. Also, consider removing radius rules to engage the local workforce. Today, a large part of the nursing workforce are full-time travelers or in other gig-economy environments. Don't miss out on this population right in your own backyard.

PARTNER WITH EXPERTS AT NO COST

AMN Healthcare Clinical & Education Solutions offer a complimentary service to help you transform the orientation process into streamlined virtual modules, positively impacting the speed for onboarding while maintaining strong quality control. Ready to learn more? Email us at AMNNurseStaffing@amnhealthcare.com to discuss.

3. Utilize extensions and rebooks instead of placing new orders

One of the most overlooked resources organizations delay to consider when planning for the future is to not engage the supplemental staff already working within their walls. Many travelers on assignment want to extend their assignments or rebook with you.

New bookings take time, even with the ideas offered above to expedite the process. Extensions are the most efficient and cost-effective bookings an organization can make, saving an estimated 60% in soft cost savings without the additional credentialing, orientation, and onboarding necessary with new placements. With an extension, you know you have a proven healthcare professional who is already credentialed, oriented, and currently making an impact on patient care. The key to success with extensions is to act soon into the healthcare professional's assignment. The most proactive facilities offer an extension by week 4 of the assignment. With the flexibility in nurse staffing options as shared above, there are many custom staffing solutions that can help secure these clinicians early on while still offering you the versatility you need.

DID YOU KNOW?

68% of AMN Healthcare travel nurses re-book their assignments due to client satisfaction
(January–March 2022 data)

4. Pre-planning staffing needs to get ahead of the demand curve

The last two years have reshaped how we once planned for seasonal needs. However, we can still be confident in a number of trends, and planning ahead will help you contain costs through more moderate bill rates and time to fill.

Examples of trends leading to spikes in demand, and when to plan for them, include:

- **Baby season** – Mother/Baby specialties peak in springtime.
- **Winter season** – Plan in July for needs October–March.
- **Flu clinics** – Local nursing professionals can quickly ramp up to work shifts at offsite locations.
- **Facility/Unit Expansions** – These projects are typically known months if not years in advance. It is never too early to reach out to your talent partner to start planning.
- **EMR and special projects** – Planning with your talent partner should begin 6 months prior to go-live to ensure you have the staffing needed during training and through the transition.
- **Labor disruption** – Industry forecasts indicate that the next few years will be very busy in this segment. While this category of staff offers the most flexible options for assignment duration and start dates, you will want to engage your staffing partner early on for the best results.

Contact us today at **800-305-0269**, email us at **AMNNurseStaffing@amnhealthcare.com** or visit **AMNHealthcare.com** to learn how we can partner with you on creative solutions to help you provide exceptional care to your community.



How we are attracting talent for you

AMN Healthcare continues to invest in growing our diverse network of qualified healthcare professionals to ensure we can partner with you in your missions to serve your communities.

INVESTMENT IN TECHNOLOGY

AMN Passport is an app to help healthcare professionals easily find, book, and manage all their travel assignments and credentials in one place. With more than 42,000 active users and an average rating of 4.7 stars from nearly 10,000 reviews in the App Store, we continue to invest in providing a quality experience so our healthcare professionals can focus on delivering great patient care for you.

FOCUS ON RECRUITMENT

We continually push ourselves creatively to attract quality professionals who are passionate about their professions. We utilize contests, referral incentives, social media campaigns, and more to engage with healthcare professionals across the country. Our recent “Be Kind” campaign was focused on supportive initiatives to engage clinicians on behalf of our clients, **including this impactful message** from our Chief Clinical Officer Dr. Cole Edmonson.