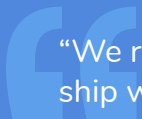




A regional health system overhauled its nurse recruitment process to battle back against burnout and attrition

BrettonTrova

Consulting Case Study



“We really saw this partnership with BrettonTrova as an extension of our team. We established a sense of trust early on, and BrettonTrova was genuinely invested in helping us achieve our goals.”

– Chief Human Resources Officer

Key Results:



80%

Reduction in hiring timeline



40

New nurses onboarded during peak months



\$6m

Reduction in travel nurse expenses

The Challenge:

Erosion of permanent nursing and talent acquisition staff

This regional health system faced a staffing problem on two fronts. Like many health systems in the post-pandemic era, the team was confronting burnout and attrition issues with its nursing staff. In addition, they faced massive turnover with their hiring team, making recruiting new full-time clinical staff near impossible.

The VP of Nursing partnered with BrettonTrova to manage a portion of its recruitment and talent acquisition process to get nurse staffing — and HR staffing — back to adequate levels.



The BrettonTrova Partnership

The BrettonTrova team asked a simple question: “How can we differentiate these hospitals from other healthcare systems?”

Here’s how they did it:

- 1. Using the Same-Day Method to streamline the recruitment and hiring process.** In the past, candidates would have to wait days or weeks to hear back. BrettonTrova helped the CHRO introduce the Same Day Method, in which new candidates receive an interview, tour and job offer on the same day. This speed and efficiency increased the number of accepted offers.
- 2. Taking a comprehensive view of benefits that included career planning and other incentives.** Compensation is more than salary. The health system already had strong benefits: career planning, tuition forgiveness, and other incentives. BrettonTrova built new messaging and marketing mechanisms to effectively communicate the value to prospective new employees.
- 3. Bringing recruiting and nurse management teams together in lockstep.** The VP of Nursing stressed constant communication and transparency for initiatives and results, which helped the leadership team embrace new recruiting methods. The BrettonTrova team built strong relationships with hiring managers in order to create a feedback loop between nurses, managers and executives which helped improve retention rates.

Looking Ahead

Given their great success, this health system elected to expand its partnership with BrettonTrova. The VP of Nursing will be working with executive leadership to pilot new staffing models and build an internal travel nurse structure that will save the health system millions of dollars per year.

About BrettonTrova

BrettonTrova is a nurse engagement and recruitment firm that helps healthcare organizations build sustainable staffing models through innovative recruitment services.

Looking for tangible staffing results like this regional health system?

[Chat with our team](#) or [fill out this form](#) to start setting a new standard for healthcare employment for your organization.