



STAFFING CASE STUDY: HOW NSI MADE A DIFFERENCE!

Recruitment Company Enables Citizens Medical Center to Expand Services.

Company Profile

Citizens Medical Center is an award winning, not-for-profit and community owned 344 bed acute care hospital. Located in Victoria, TX, CMC provides care to the residents of Victoria and South Texas.

Challenge

High turnover and vacancy rates were affecting the patient experience at Citizens Medical Center and new executive leadership was hired to affect change. With primary focuses on quality of care and financial conservatism, Citizens Medical Center determined the rapid recruitment of 21 experienced staff Registered Nurses versus costly contract labor Registered Nurses would be the best opportunity to achieve these goals.

Partnership

Citizens Medical Center chose NSI Nursing Solutions, Inc. NSI Nursing Solutions is the industry leader in the high volume recruitment for American experienced Registered Nurses. NSI's full service recruitment model focuses on retention and quality. This focus ensures that the required clinical skills are present and that new hires match client culture; enabling greater retention capacity.

Solution

NSI went to work immediately by analyzing the Victoria, TX market and conducted market competitiveness studies of like environments. As a result of NSI's comprehensive studies; appropriate labor pools were identified. NSI partnered with Citizen Medical Center's Human Resources and Nursing departments to assist in profile development; working closely to ensure that quality applicants were provided and candidates fit the culture. This approach provides a more retentive workforce solution. NSI Nursing Solutions launched a custom recruitment campaign, targeting pre-selected markets to ensure a high attraction rate and rapid fill rate. Over the course of the next 4 weeks, the NSI team conducted over 186 screening interviews and presented 40 pre-qualified candidates for on-site interviews at Citizens Medical Center. The hiring decisions for the candidates were determined by Citizen Medical Center.

The Results

Within a month from the start of the marketing campaign, Citizens Medical Center hired all 21 experienced Registered Nurses. Maintaining a focus on quality and retention, these new employees had 14 years of experience and an average age of 40 years. A quote by Dr. Jeffrey Ackerman, interim CEO, in the Victoria Advocate, "These nurses will bring a different perspective. They've been other places, and they know how people do things..." [Click here](#) to read the full Victoria Advocate article.