CASE STUDY – University of Pennsylvania Health System (UPHS)

pinstripe® HEALTHCARE

PINSTRIPE HEALTHCARE RECRUITS SPECIALTY NURSES FOR UPHS

CLIENT CHALLENGE

Part of Penn Medicine, the University of Pennsylvania Health System (UPHS) is a progressive organization known for hiring the top nursing professionals in the nation. With the upcoming launch of several new units requiring specialized BSN nurses, UPHS wanted to advance its nurse recruitment efforts. Its specific objectives: modernize the recruitment process, saturate the process with UPHS' employer brand and enhance the nurse candidate recruitment experience.

CREATING THE SOLUTION

UPHS engaged Pinstripe Healthcare as its recruitment growth partner. Pinstripe Healthcare worked with the nurse recruitment team to:

- Put a new talent acquisition process in place to increase efficiency, maximize strengths of the current technology, and enhance customer service.
- Develop a talent relationship management process and extensive candidate database.
- Implement metrics and weekly reporting.
- Develop a comprehensive recruitment plan to source experienced nurses according to their role and specialty.

Under its **WE BECOME YOU**™ relationship approach, the Pinstripe Healthcare team interacted directly with nurse managers to understand the culture and unique qualifications for UPHS units. The team then interviewed more than 500 candidates, screening for unit requirements and ensuring a positive UPHS brand experience for the candidates. The partnership allowed UPHS hiring managers to focus their time and attention on only the best-qualified, interested and available candidates.

IN BRIEF

CHALLENGE

Attract experienced, specialized BSN nurses.

SOLUTION

Pinstripe Healthcare improved the recruitment process and candidate experience.

RESULTS

- Units fully staffed with experienced BSN nurses in shorter time to fill.
- Overall nurse vacancy rate reduced to 2.3%.
- Pipeline of 100+ additional candidates created.

"Our relationship with Pinstripe Healthcare became a real partnership and we actually exceeded our goals. We've been able to bring in the experienced RNs our nurse managers need while reducing our vacancy rate. We wouldn't have been able to do that without their help."

– Rhonda Zaleski, RN
Nurse Recruitment Manager for UPHS Hospital of the University of Pennsylvania (HUP)
Philadelphia, PA