

# Pinstripe Healthcare Rapidly Elevates Recruitment at SSM Health Care

## in brief

### CHALLENGE

Develop a competitive edge for SSM Health Care

### SOLUTION

Pinstripe Healthcare and SSM partnered to elevate recruitment

### RESULTS

- Fully met hiring needs for RNs and behavioral RNs
- Improved satisfaction levels with new hires
- 96% satisfaction of hiring leaders on quality of candidates and overall hiring process

“The STAR partnership has been a tremendous success. SSM Health Care - St. Louis has enjoyed a heightened level of recruitment expertise and been able to focus on critical strategic HR initiatives, and make improvements across the board. Having witnessed the impact that the right external partner can make, I can't imagine ever bringing this program back in-house.”

#### DEBBIE WALKENHORST

REGIONAL VICE PRESIDENT OF HUMAN RESOURCES  
SSM HEALTH CARE | ST. LOUIS, MO  
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### CLIENT CHALLENGE

For SSM Health Care-St. Louis, a regional network of seven hospitals, the healthcare market is particularly competitive. After an assessment of its hiring practices, SSM's HR team decided to transform its approach in order to achieve market leadership. The team's strategy: implementation of best recruitment practices within a short period of time.

### CREATING THE SOLUTION

Pinstripe Healthcare and SSM created the SSM Talent Acquisition Recruitment Partnership (STAR) to operate as SSM's internal recruitment function. STAR's plan to propel SSM ahead of the competition leveraged:

- Innovative recruitment marketing plans for building candidate pipelines
- New technologies to drive improved efficiency, consistency and communication
- Development of consistent, organization-wide metrics for smarter decision-making
- Enhanced processes for improved compliance

Through STAR, SSM gained access to best-practice expertise and cutting-edge technology without capital investment. SSM's HR team has been able to focus on retention, engagement, leadership development and other strategic HR objectives.

When SSM launched a new healthcare facility, STAR was in place to meet its start-up hiring requirements. STAR also handled a considerable surge in hiring demands when the new neuroscience area opened and the new hospital became a destination facility.

### DELIVERING RESULTS

STAR demonstrated significant outcomes:

- Fully met hiring needs for RNs and behavioral RNs
- Reduction in RN vacancies
- Improved satisfaction levels with new hires

In addition, 96% of hiring leaders were satisfied with the quality of candidates and the overall hiring process. The STAR approach reflects SSM's vision and values while elevating its talent management process and ability to provide quality care.



Is your recruitment process a competitive advantage for your healthcare organization? Contact Pinstripe Healthcare today at 877-797-3379 or [www.pinstripehealthcare.com](http://www.pinstripehealthcare.com).