



## CASE STUDY

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### TURNING TEMPORARY TALENT INTO PERMANENT SUCCESS: HOW ONE FACILITY REDUCED ITS RELIANCE ON TRAVELING NURSES

A long-standing client of FocusOne Solutions, a Medical Solutions company, faced significant challenges due to its reliance on traveling nurses. This dependence not only contributed to ongoing financial difficulties but also to staffing instability. It prompted the facility to look for innovative solutions to retain contract labor more effectively and reduce its dependency on temporary staff.

**Medical Solutions**<sup>™</sup>

# THE CHALLENGE



## \$\$\$ BURDEN

Imposed  
by increased  
reliance on  
contingent labor



## NOW HIRING

Recruiting was  
difficult due to  
high living costs  
and a national  
shortage of nurses



## NO EXPERIENCE

Difficulty recruiting  
experienced  
clinicians, needed  
to balance the  
influx of new grads

The primary challenge for this client was the **financial burden imposed by increased reliance on contingent labor** since the COVID-19 pandemic. Despite the hospital's good reputation and its community's appeal, **recruiting skilled permanent staff remained difficult due to high living costs and a national shortage of nurses**. As a result, the facility has had to depend more on travel nurses, which has put a financial strain on the institution. The issue is further exacerbated by **difficulties in recruiting experienced clinicians**, who are needed to balance the influx of new graduates.

# THE SOLUTION



## CONTRACT TERMS

Contract terms adjusted, reducing costs for travelers from 26 weeks to a 13 week model.



## NATIONAL RECRUITING

Expand to nationwide recruiting with a low-risk “try before you buy” model.



## SALARY INCREASES

Increase in salaries to counter high cost of living, attracting a significant number of new nurse grads.


To tackle these challenges, FocusOne Solutions implemented several strategic measures. Firstly, **contractual terms were adjusted, reducing conversion costs for travelers from 26 weeks to a 13 week model.**


Additionally, FocusOne was able to **expand recruitment reach nationwide with a low-risk “try before you buy” model.** This allowed clinicians to experience working at the facility and living in the area before committing to a direct hire relocation, increasing the willingness of clinicians to relocate without prior experience at the location. The client also **increased salaries mid-2023 to counter the high cost of living, attracting a significant number of new graduates.**


# THE IMPLEMENTATION


The strategy was implemented with several key actions:

- **Contract Adjustments:** A 13 week conversion policy was put in place, allowing the client to immediately consider hiring a traveler as a permanent employee after their initial 13-week contract.
- **Managerial Encouragement:** Hospital managers were encouraged to promote conversions right from the start, creating a supportive culture for transitioning temporary staff to permanent roles.
- **Data Utilization:** Home addresses and other relevant data of travelers were provided to facilitate targeted recruitment efforts.



1  **CONTRACT ADJUSTMENTS**  
Conversion policy allowed client to consider **hiring a traveler as a permanent employee.**

2  **MANAGERIAL ENCOURAGEMENT**  
Managers promoted conversions to start, which **created a supporting culture for transitioning.**

3  **DATA UTILIZATION**  
**Relevant data** of travelers provided to **better target potential employees.**

# THE RESULTS

The strategy led to impressive results. In 2023, the hospital achieved a **record 58 traveler conversions**, and by early 2024, the **conversion rate had increased to over 15%**, the highest seen by FocusOne. This strategic approach **significantly reduced traveler expenditure, saving the client over \$3 million**. Due to these successes, they **extended their contract with FocusOne** for an additional year.

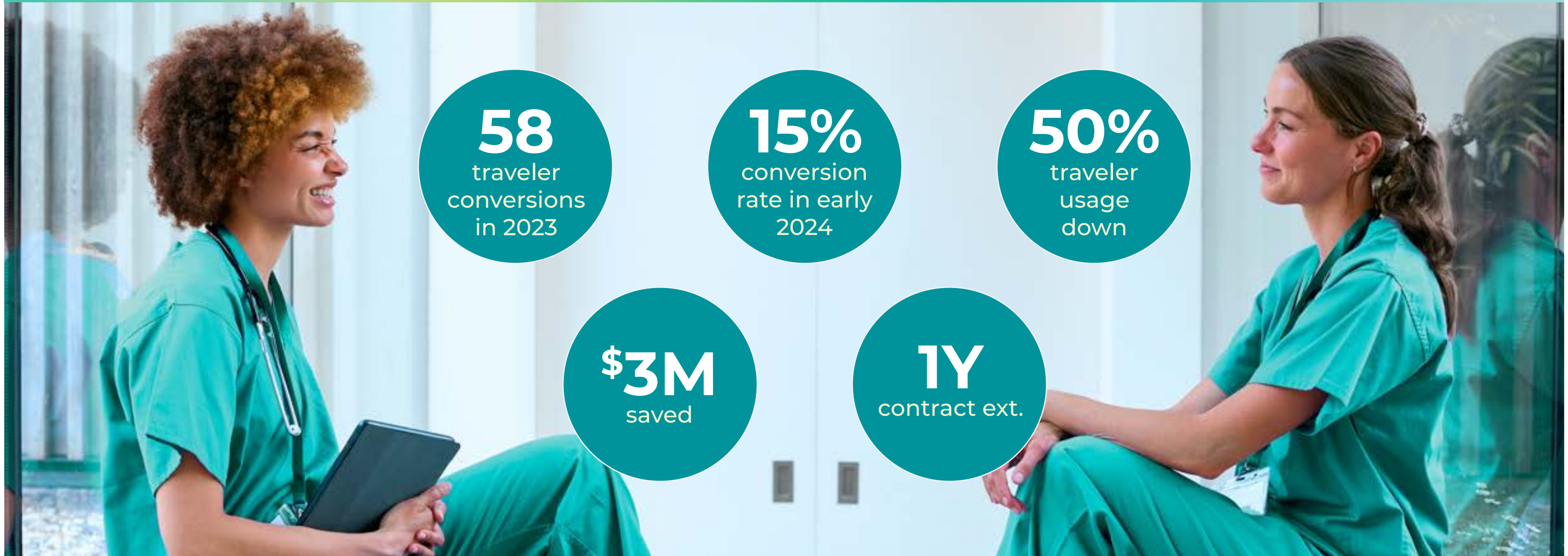
**58**  
traveler  
conversions  
in 2023

**15%**  
conversion  
rate in early  
2024

**50%**  
traveler  
usage  
down

**\$3M**  
saved

**1Y**  
contract ext.



# THE CONCLUSION

With the help of FocusOne Solutions, this client tackled its financial and operational challenges head-on, **reducing its heavy reliance on traveling nurses**. The hospital made strategic adjustments and enhanced its recruitment practices, which not only **stabilized its workforce** but also established a **new benchmark for temp-to-perm conversions as a long-term staffing solution**. Notably, the **clinicians who transitioned to permanent staff hailed from across the nation**, illustrating the widespread appeal and success of this initiative. This broader recruitment approach has set a precedent, proving that **effective workforce solutions can be both innovative and far-reaching**.





## ABOUT US

Medical Solutions, who acquired FocusOne Solutions, is one of the nation's largest healthcare talent ecosystems. Nationwide, we specialize in placing quality nurses, allied healthcare professionals, interim clinical leaders, and international clinicians in contingent as well as permanent, local, and per diem positions for hospitals, clinics, and long-term care facilities. Our workforce solutions also include a managed services program, which offers a streamlined approach to contingent workforce processes, helping facilities gain efficiencies,



control labor costs, and enhance patient care standards by finding the right people at the right time.

For more information on how Medical Solutions can assist your organization in strategic staffing solutions, please visit our website or contact us directly.

# Medical Solutions™

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or visit **MedicalSolutions.com**