

CASE STUDY

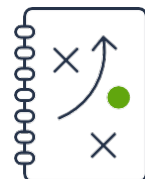
Creating a Continuous Pipeline of Nurses for Long-Term Workforce Stability



Introduction

A **multi-state provider of senior living, skilled nursing, rehabilitation, and community-based services** across the Midwest faced many of the workforce challenges impacting long-term care organizations nationwide: persistent nursing shortages, high turnover, and increasing competition for experienced clinicians.

Since 2001, the provider has partnered with **WorldWide HealthStaff Solutions** to build and maintain a consistent pipeline of international nurses through the EB-3 immigrant visa program. More than two decades later, the partnership remains active and continues to be a core component of the organization's workforce strategy, supporting staffing needs across multiple facilities and hard-to-fill markets.



The Challenge

Like many long-term care providers, this organization faced ongoing challenges attracting and retaining experienced registered nurses, particularly in rural and hard-to-fill markets. Many of its facilities relied on a workforce split between newly licensed nurses and experienced clinicians nearing retirement, creating ongoing challenges with workforce stability.

A sustainable staffing strategy was needed. One that would strengthen retention, reduce vacancies, and provide access to experienced nurses committed to building long-term careers within its facilities.

Key Challenges Included:

- Ongoing turnover common throughout the long-term care industry.
- Difficulty attracting experienced registered nurses to post-acute and long-term care settings.
- Limited access to qualified nursing talent in rural and hard-to-fill markets.
- Increasing competition for experienced clinicians across the healthcare industry.
- The need for a sustainable workforce solution capable of supporting long-term staffing goals.



The Strategy

Rather than recruiting in large, one-time batches, WorldWide HealthStaff Solutions worked alongside leadership to establish a cadence of continuous hiring, ensuring a steady flow of nurses entering their system year after year.

This allowed leaders to prioritize incoming placements in the most difficult-to-fill locations and align hiring with long-term workforce needs.

The Strategy Focused On:

-  Establishing a **continuous pipeline** of international registered nurses.
-  Prioritizing **support** for rural and difficult-to-fill locations.
-  Aligning recruitment efforts with **long-term** workforce planning goals.
-  Recruiting experienced clinicians **committed to permanent employment** opportunities.

Implementation

A combination of virtual interviewing, recruitment events, and in-person hiring initiatives in key global nursing markets formed the foundation for this long-term international recruitment approach. Rather than a one-time strategy, these efforts were implemented and refined over multiple years as part of an ongoing commitment to building a sustainable nursing workforce.

Direct Candidate Engagement

In recent years, WWHS recruiters traveled directly to countries such as Kenya to meet candidates face-to-face, conduct interviews, and build stronger relationships throughout the recruitment process. This hands-on approach allowed the team to engage highly qualified nurses earlier in the process and evaluate candidates beyond a traditional virtual interview.

Key Implementation Activities Included:

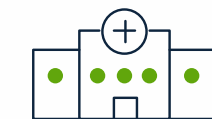
- ✓ Conducting both virtual and in-person international recruitment initiatives.
- ✓ Traveling to key global nursing markets to interview candidates directly.
- ✓ Building ongoing candidate pipelines rather than recruiting solely for individual hiring events.
- ✓ Aligning recruitment efforts with workforce needs across multiple facilities and states.

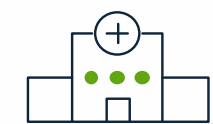
The Results

More than two decades after the partnership began, the organization continues to strengthen its workforce through a steady pipeline of experienced international nurses, helping support staffing needs across multiple facilities and states.

RESULT HIGHLIGHTS

 **171**
Registered
Nurses Placed

 **30**
Facilities Supported
Across Three States

 **28** Minnesota Facilities Supported

 **686**
International
Candidates Interviewed

 **482**
Registered Nurses
Hired

 **10+** Avg Years of Clinical
Experience Per Hire

100% Of Nurses Met the 180-Day
Retention Guarantee

81% Retained Beyond the 180-Day
Retention Guarantee

About Us



**Medical
Solutions™**

+

WorldWide
HealthStaff Solutions

WorldWide HealthStaff Solutions specializes in direct hire international nurse recruitment, connecting healthcare employers with qualified RNs and healthcare professionals worldwide. From recruitment to relocation, we guide both parties through seamless processes to foster long-term, mutually beneficial relationships. With offices in the United States, United Arab Emirates, and the Philippines, we are positioned to serve global healthcare markets effectively.

Medical Solutions is one of the nation's leading healthcare workforce partners, delivering workforce solutions, advisory services, technology, recruiting, and staffing. With expertise across managed services, internal resource pools, virtual health, workforce disruption, contingent staffing (including PRN, local, and travel), interim leadership, domestic and international direct hire, and dedicated managed staffing, Medical Solutions empowers healthcare systems to optimize labor costs, improve patient care, and prepare for future workforce needs.

For more information, visit healthstaff.org. For more information about Medical Solutions and its service offerings, visit medicalsolutions.com.