

Children's Healthcare Uses Taleo Internal Mobility to Mitigate Nursing Shortage Effects—While Cutting Time to Fill and Time to Productivity



Innovative hiring and internal mobility programs running on Taleo talent management solutions enable a proactive strategy to overcome nursing shortage.

Children's Healthcare of Atlanta is a not-for-profit pediatric hospital system serving the Atlanta metropolitan area and the entire state of Georgia. One of the top five hospitals in the United States in total beds, Children's is consistently ranked as a top-tier institution by publications such as U.S News and World Report.

Established in 1998, the institution enhances the lives of children through excellent patient care, research, and education. With more than 5,600 employees, two hospitals, five immediate care locations, five specialty care locations, four primary care facilities, and 11 rehabilitation locations, Children's has recognized that finding qualified nurses in a time when the nation is experiencing a critical shortage has been an ongoing challenge.

"With our talent management solution we're in a better position to deliver on our promise of hiring some of the best nurses in the field."

Megan Graham
Director of Recruiting,
Children's Healthcare of Atlanta

Nursing Shortage: The Talent Challenge

As a leading pediatric hospital, Children's patients and their families rely on the delivery of quality care. However, the reality of a nursing shortage means that Children's needs to compete for talent along with other healthcare providers. Overcoming the challenge of finding qualified nurses before other healthcare organizations was a key business driver at Children's.

"An online, on demand solution was vital to achieve staffing success. Nurses are the heart and soul of our organization," said Stephanie Williams, Allied Health Recruiter, Children's Healthcare of Atlanta. "They are critical to patient success and our business success. We needed to get to the best nursing candidates as fast as possible and needed a solution that could help us achieve this goal. We recognized that a technology solution could reduce the amount of time it takes to get a requisition approved, thereby reducing the amount of time to fill a position. The ability to move quickly was imperative to our successful recruitment and hiring of qualified nurses. Taleo provided us with that solution."

Before Taleo, Children's was using an eRecruiting system which the team found hard to use and was ineffective for the staffing processes. "People weren't using it, so we became overwhelmed with paper resumes," says Williams.

A Commitment to Succeed

As a technology driven organization, Children's needed an advanced solution to streamline and better manage candidates in the recruiting process. Factors that led Children's to choose Taleo included an alignment of strategic visions, documented ROI, superior product functionality, a partnership with DDI, and integration expertise.

"During our selection process, we worked with Hewitt Associates to identify the top vendors in talent management. We selected Taleo because of their understanding of the healthcare market and their demonstrated ability to help us attract and retain key talent in areas such as Nursing, Allied Health, and Pharmacy," says Megan Graham, Director of Recruiting, Children's Healthcare of Atlanta.

TALEO CASE STUDY

Children's Healthcare of Atlanta

"Furthermore, as a technology focused organization, we understood the benefits of a truly automated system and wanted to demonstrate our commitment to the best technology available for finding and retaining the industry's best nurses. Now we're in a better position to deliver on our promise of hiring some of the best nurses in the field," says Graham.

"Our talent management solution will further refine our staffing process and will lead to even greater efficiency."

Stephanie Williams
Allied Health Recruiter,
Children's Healthcare of Atlanta

Less Paper and Improved Performance with Taleo

Since the implementation of Taleo, Children's has seen tremendous reduction in the number of paper resumes. All internal candidates now go directly online to review and apply for new positions. In the past year alone, 75 percent of the new hires were from internal sources, all of which applied for the position directly online. This has enabled Children's to save time and free up additional resources and dollars that would have otherwise gone toward sourcing and other staffing processes.

Internal Mobility Cuts Time to Fill and Time to Contribution

They've taken internal mobility to a whole new level. Their employees like having the ability to go online and see available jobs in real time. With such a high number of qualified and experienced internal candidates, Children's is able to quickly fill urgent need jobs and see a faster time to contribution as a result.

Intuitive and Powerful Solutions Improve Talent Processes

Taleo provided the opportunity for Children's to improve internal compliance and created a more consistent experience from recruiter to recruiter. "All these improvements have allowed us to effectively navigate through the nursing shortage," says Williams.

The ability to find qualified nurses when needed enables Children's to improve the quality of care brought to the children. This is a recognized improvement in business performance since the adoption of Taleo.

"Our online application completion rate is also very high. We attribute that to a simple, easy-to-use application process. As a result, recruiter efficiency has improved because we spend less time waiting for the necessary candidate information to process the application. This level of efficiency provides us with the means to act quickly in a highly competitive market. Now we can find the nurses we need to improve our level of care," says Williams.

Looking Ahead

Children's vision is to become a technology leader in the healthcare industry. "We are committed to the adoption and use of technology that enables us to increase staffing and recruitment practice efficiencies even further," says Williams.

Looking ahead, Children's is evaluating Taleo's integrated Onboarding solution to manage all new hire activities. "Taleo could help us further refine our staffing process and help us lead to even greater efficiency. Evolution is the key to our success. Partnering with Taleo will help us realize our vision of becoming a technology leader in the healthcare industry," says Williams.

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