



Healthcare Workforce Technology

Don't just outsource. Insource.

Flexibility, Float Pools
and the Future

April 1, 2025



Our Speakers

Bruce and Kristin have more than 50 years combined experience leading healthcare staffing strategies and workforce operations.



Bruce Cerullo

Board Member/Former CEO
Hallmark



Kristin Wolkart

CEO, H.O.P.E. Healthcare
Consulting; former CNO
Franciscan Missionaries of Our
Lady Health System



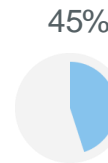
Workforce issues. Culture & engagement. Safety & quality. Rising costs.

These are structural and endemic challenges in healthcare.

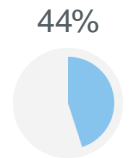
62% of nurses
feel burnt out¹



45% of early-tenure
nurses are already
considering leaving the
profession²



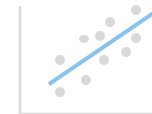
Up to **44%** of nurse job
openings are for agencies
rather than for health
systems³



Health system labor cost growth
outpaced inflation by nearly **2x**
over last 10 years⁴

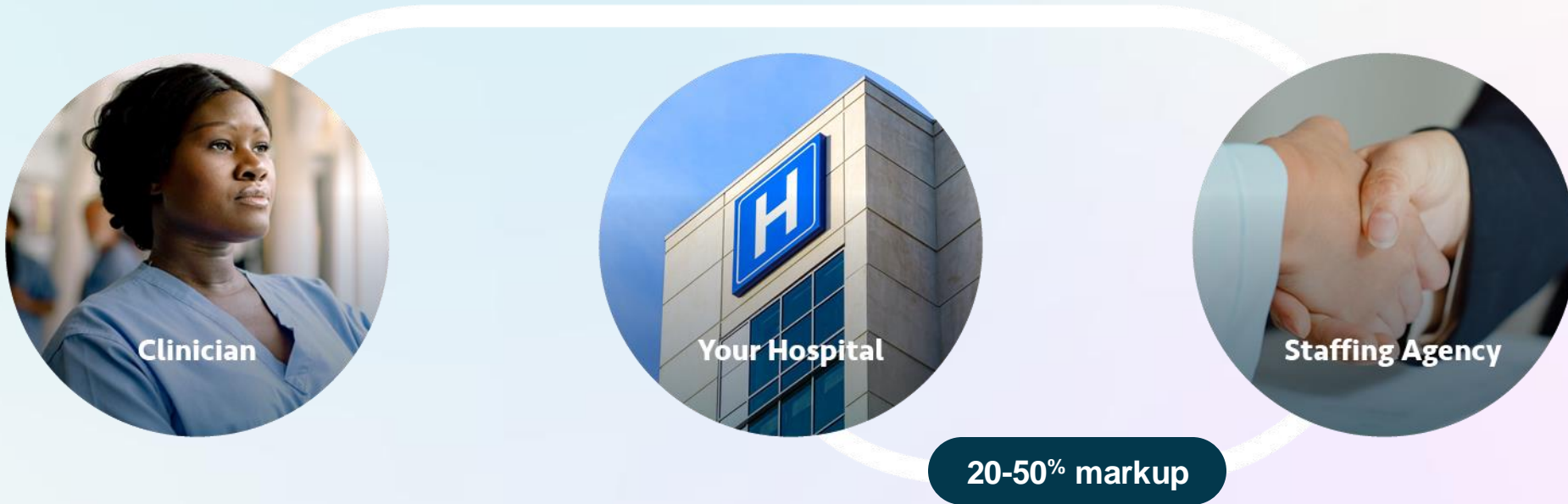


Studies show a **68%** correlation
between high nurse burnout
rates and lower patient
safety scores⁵



98% of healthcare leaders report an
increase in demand for flexible work,
but **50%** find it difficult to integrate⁶





The never-ending cycle

**Supply-Demand Imbalance – Clinician Engagement vs. Burnout -
Reliance on External Staffing - Spiraling Labor Costs**



2020-2023

Historically Perfect (Terrible) Storm

- Demand far outstripped supply
- Staffing Agency profits tripled
- Staff burnout, Reduced engagement

2024-2025

(Finally) embracing a better way ...

- Health Systems and Clinicians
seeking control AND flexibility



More

Flexibility

Choice

Autonomy



Show Up

Perform

Deliver Care

Better



Manual processes

Spreadsheet-based
methodologies

Point solution software

**Flexible staffing at scale
feels impossible**

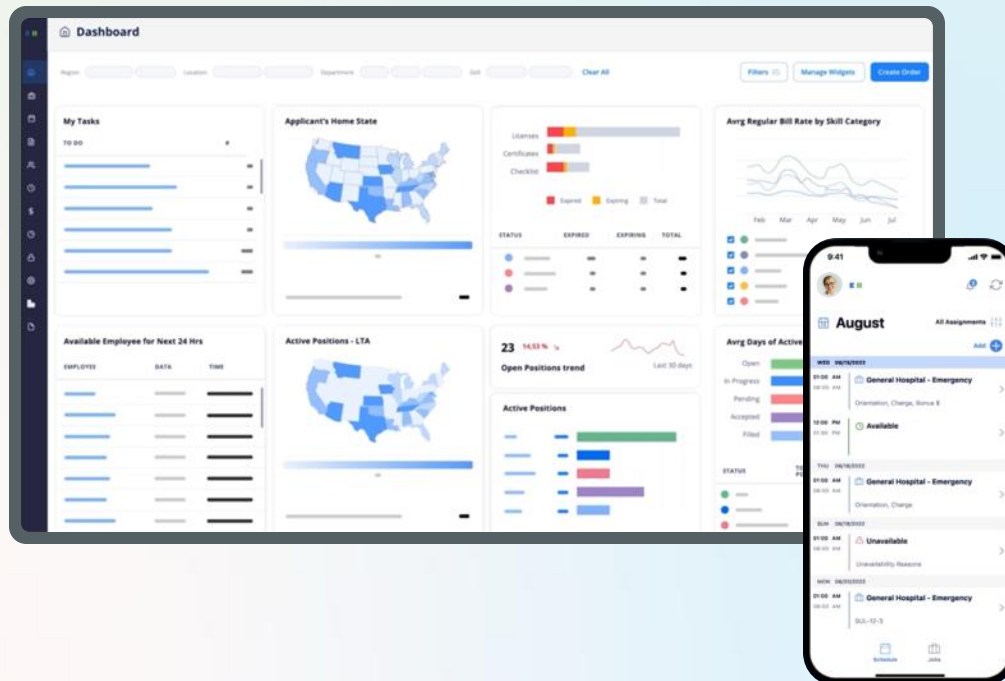


ONE SEAMLESS PLATFORM

Purpose-built to prioritize how you want to staff...

Internally whenever possible.

Externally only when necessary.



Enable internal staffing flexibility

We help you design, build and manage an Internal Float Pool to:

- **Improve safety and experience** with talent you know and trust
- **Motivate, up-skill, and retain staff** by giving them flexibility in their day-to-day
- **Create an appealing work culture** that improves retention and quality of care
- **Manage labor expenses** by reducing utilization of more expensive contract labor resources



Kristin Wolkart

CEO, H.O.P.E. Healthcare
Consulting; former CNO
Franciscan Missionaries of Our
Lady Health System

Hallmark Agency Marketplace (VMS)

Implemented Spring 2023

Hallmark Internal Resource Pool (IRP)

Implemented Fall 2023

Outcomes

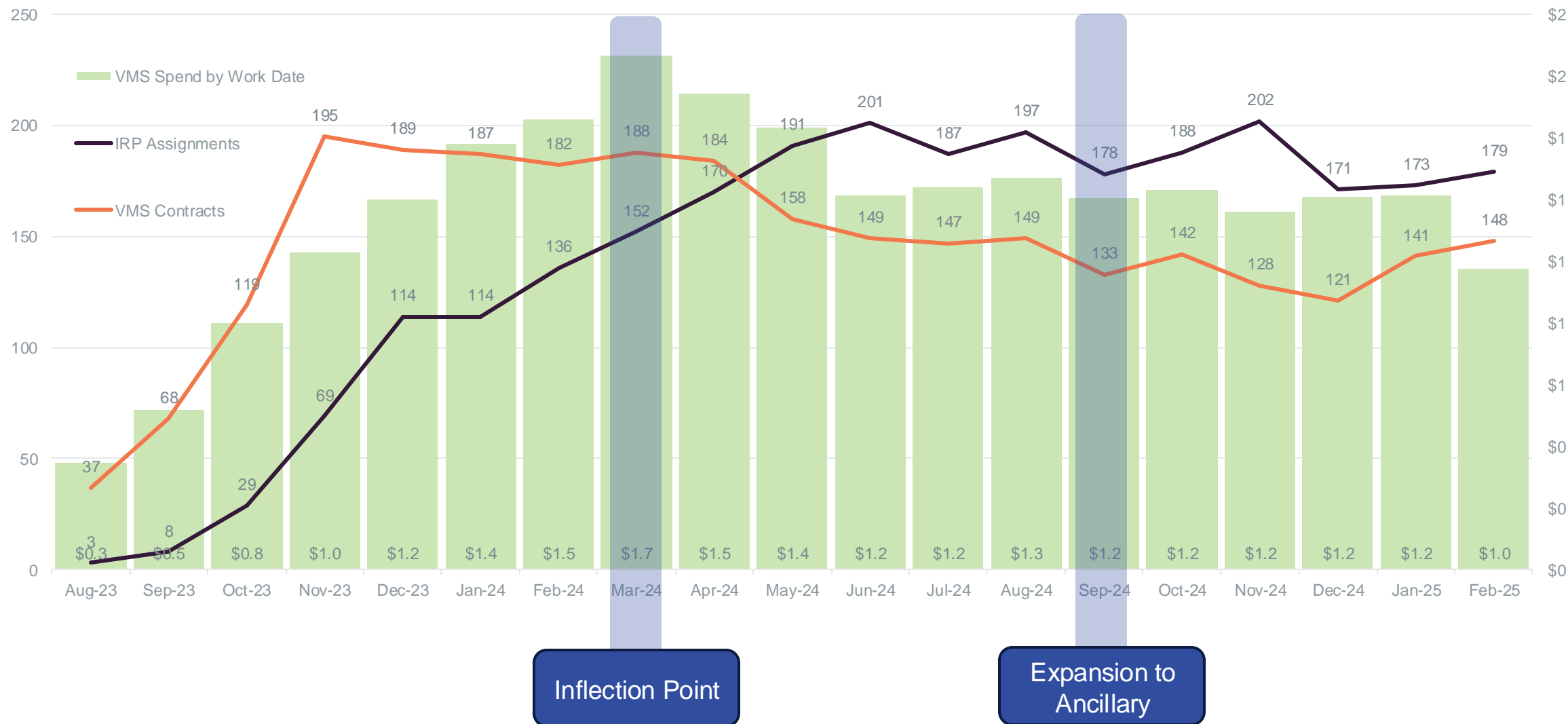
Reduced contract
labor spend by **38%**
in <1 year.

Transitioned **100%** of
their contract nurses
to their IRP in many
markets.



Proven Results

Contract Labor (VMS) Spend vs. Contract Labor (VMS) Contracts vs. IRP Assignments





Audience Q & A



Thank you.