

Business Case for Hallmark: A Pathway to Margin Recovery

Review the financial benefits of partnering with Hallmark to gain full control over your flexible labor workforce and contain contingent labor spend.

The Current Cost of Premium Contingent Labor

While rates are generally declining, premium contingent labor rates remain high. The average travel nurse rate is more than 100% that of the permanent labor rate. Plus, an unforeseen event could cause another rate spike. The COVID staffing crisis may be over, yet the challenge of effectively managing your contingent clinical labor while reducing spend persists. Make the decision today to be part of your organization’s margin recovery efforts by partnering with Hallmark.

Registered Nurses	
	Increase Over Permanent
Permanent	
Float Pool	Float Pool Labor costs 14% more than permanent labor
Agency Per Diem	Agency Per Diem costs 86% more than permanent labor
Travel/Locums	Travel/Locums cost 107% more than permanent labor

Hallmark-sourced data as of January 2024

On average, hospitals spend **\$576,000¹** in salary for every licensed bed and another **\$58,000¹** per licensed bed on contingent labor, primarily nurses.

	Allied	Nurse Practitioner	Physician Assistant
	Increase Over Permanent	Increase Over Permanent	Increase Over Permanent
Permanent			
Agency Per Diem	114%	51%	28%
Travel/Locums	209%	68%	55%

Hallmark-sourced data as of January 2024

Average Premium Contingent Labor Spend (Agency, Travel)

Hospitals and health systems of all sizes continue to spend significantly on premium labor.

Hospital Size	250 Beds	500 Beds	1000 Beds
Labor Spend	\$16,847,461	\$35,585,962	\$60,772,522

Analysis of Definitive Healthcare data, February 2024

¹ Based on analysis of Hallmark customer results, January 2024

Potential Savings with Hallmark

For a minimal upfront investment, the Hallmark contingent labor platform can help you achieve drastic cost savings.

Whether you're looking to start an in-house agency, supercharge your existing in-house agency, or replace or augment your current MSP/agency relationships, Hallmark can deliver labor savings for your organization.

39%

Hallmark
Premium Labor
Savings Rate¹

Based on fully implemented solution at average Hallmark customer savings rate of 39% against market rates for premium (agency and travel) labor.

Hospital Size (average)		
250 Beds	500 Beds	1000 Beds
Premium Labor Savings Potential with Hallmark		
\$6,570,510	\$13,878,525	\$23,701,284

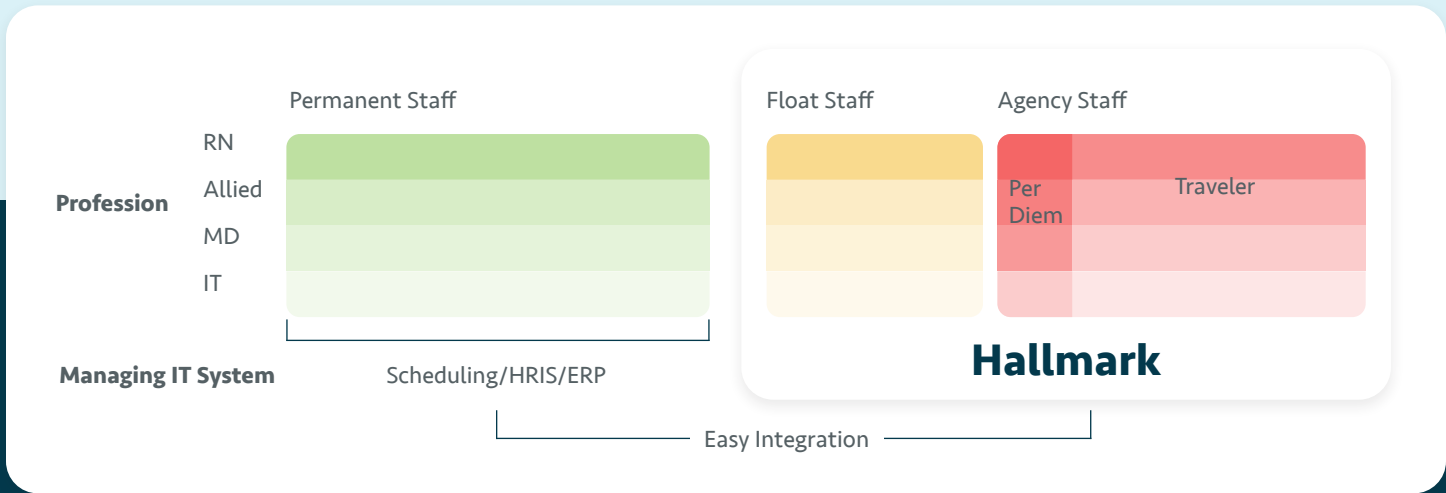
The Hallmark Advantage

Hallmark helps health systems gain more control over their clinical labor ecosystem, enabling them to maximize use of permanent and float pool staff and decrease dependence on external agency staff.

- 1

Internal Resource Pool (IRP)
Maximize your efficient utilization of float clinicians
- 2

Vendor Management Solution (VMS)
Then, when agency personnel are necessary, seamlessly connect via our vendor-neutral software to our panel of 750+ staffing agencies to reach per diem, traveler, and locum tenens talent



Visit hallmarkhcs.com to schedule your free consultation and learn more about how the Hallmark contingent labor platform can help you.