



2025

Survey Results:

Emerging Healthcare Workforce Trends

Thoughts on flexibility, nursing burnout and the future of the gig-style workforce from more than 1,200 senior healthcare leaders.

Emerging Healthcare Workforce Trends

We surveyed more than 1,200 senior leaders from healthcare organizations of all shapes and sizes asking what their current workforce strategy is and how they plan to evolve future strategy to better address current challenges. They had a lot to say about contingent labor, flexibility and driving retention and engagement. Their answers are summarized in this report.

Methodology

More than **1,200 healthcare leaders** responded to the survey



They were from healthcare organizations of every shape and size, making it an intersectional and statistically relevant sample of all healthcare organizations.

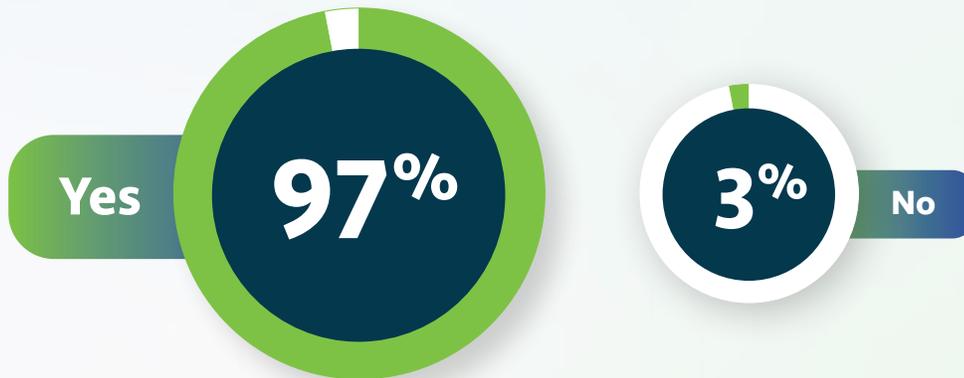
Represents all org needs:



Results

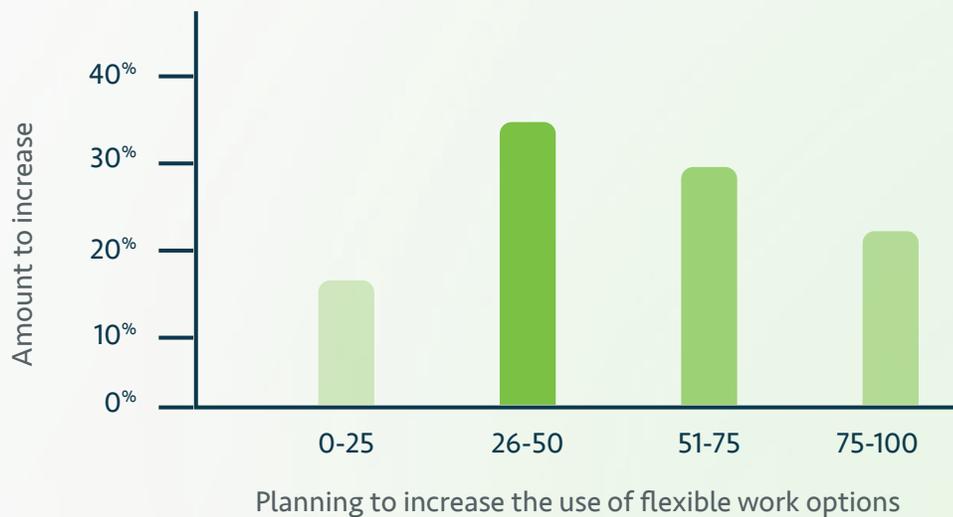
Question 1:

Are you planning to increase the use of flexible work options (float pool, gig-style, per diem, contract, etc.) in the next year?



Question 2:

If yes, by how much



Question 3:

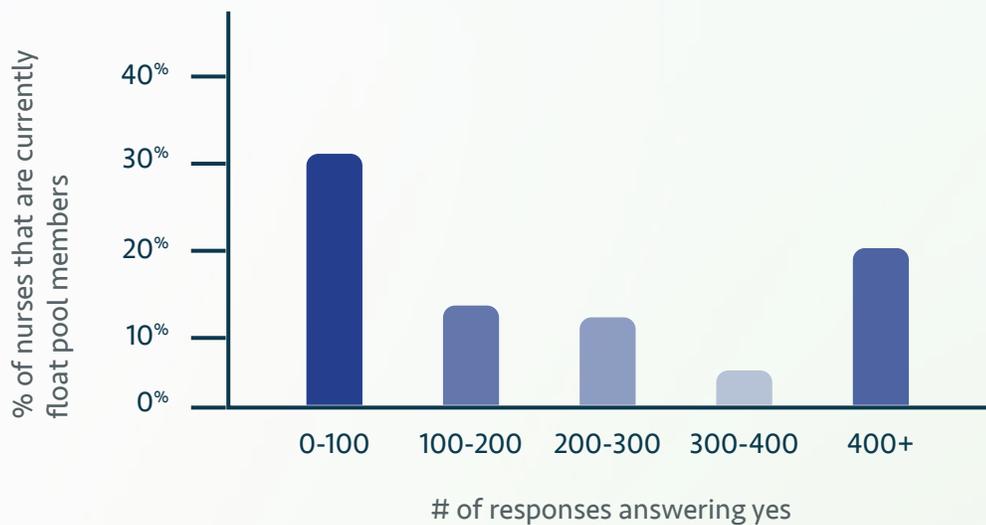
Do you have an internal resource pool or float pool?

Yes: 92%

No: 8%

Question 4:

If yes, how many nurses are currently float pool members?



“

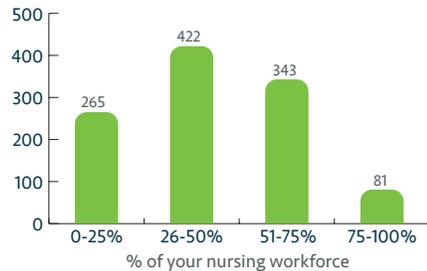
How does filling shifts with travel or contract nurses affect your budget compared to other staffing models?

“Filling shifts with travel or contract nurses significantly increases our costs, with hourly rates **1.5 to 2 times higher** than permanent staff, plus additional agency fees.”

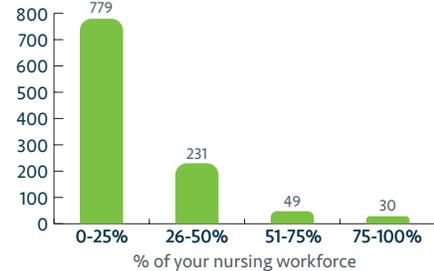
Question 5:

What percentage of your nursing workforce is currently made up of full-time, travel, per diem, or contract nurses?

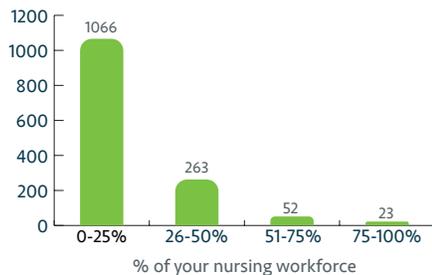
Full Time



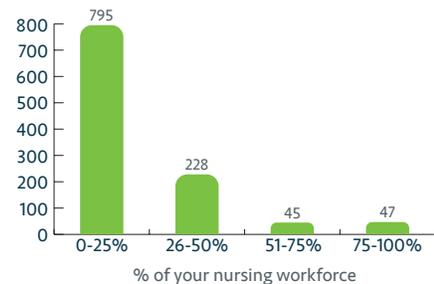
Travel



Per Diem



Float Pool



Question 6:

What are the top challenges you face in staffing nursing positions on a 24/7 basis? (multi select)

Burnout: 67.3%

Unappealing shifts: 65.6%

Expensive rates: 62.3%

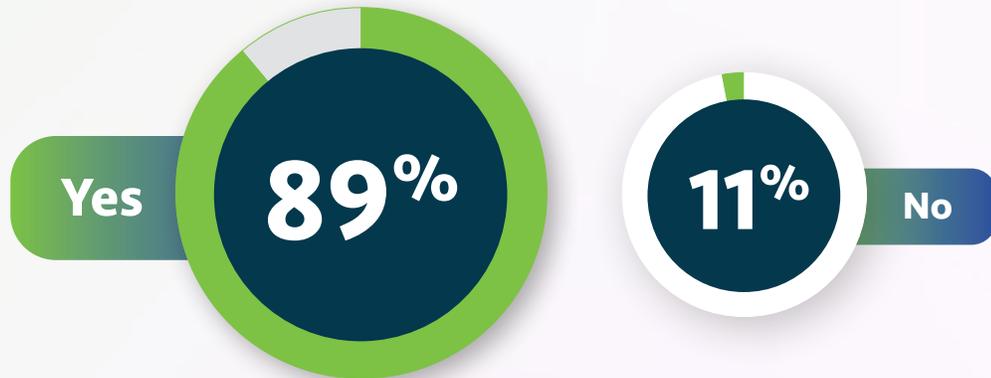
Shortage of qualified candidates: 61.4%

Credential matching and management: 49.4%

Float pool management: 37.9%

Question 7:

Are you under increasing pressure to cut costs when it comes to staffing?



Question 9:

Do you currently use a platform or technology to manage flexible or gig-style staffing?

Yes: 94%

No: 6%

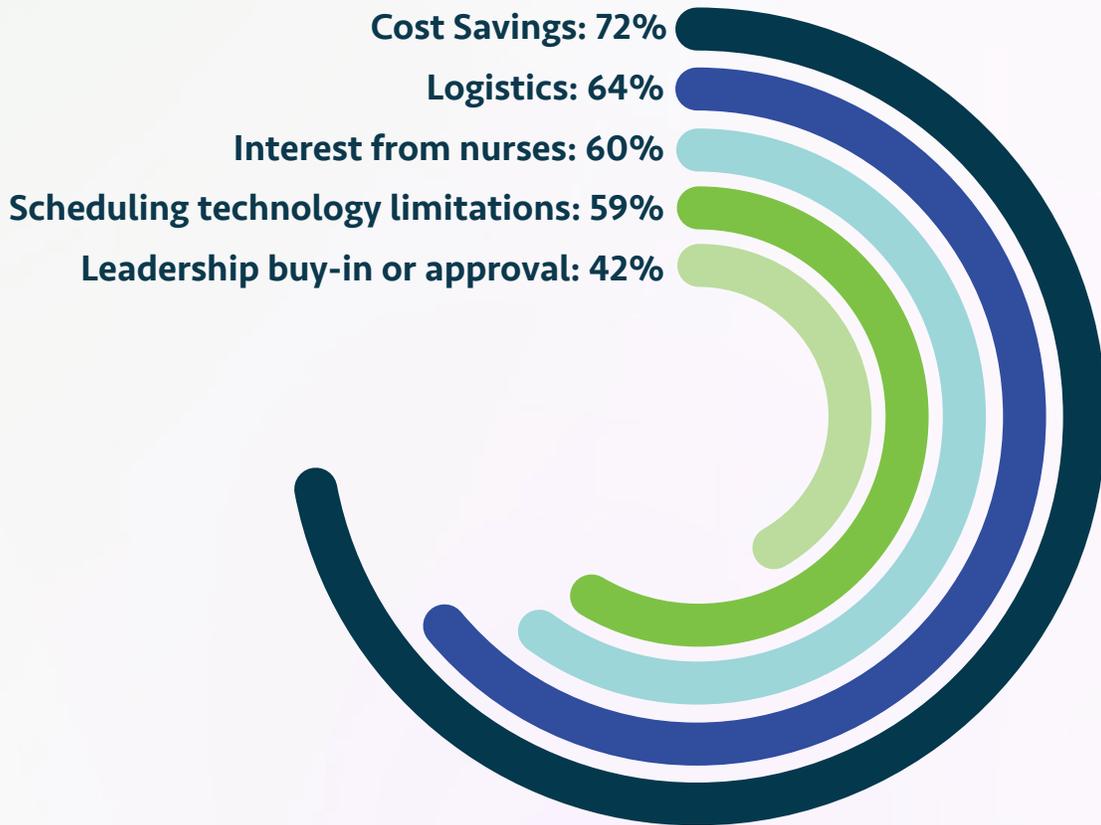
“

How does filling shifts with travel or contract nurses affect your budget compared to other staffing models?

“Rethinking our staffing strategy is crucial, as relying on travel and contract nurses to fill shifts is a costly and unsustainable solution. In contrast, investing in our permanent staff and exploring flexible scheduling models can help reduce labor costs and improve staff morale. By adopting a more proactive and innovative approach to staffing, we can better manage our budget and prioritize patient care.”

Question 10:

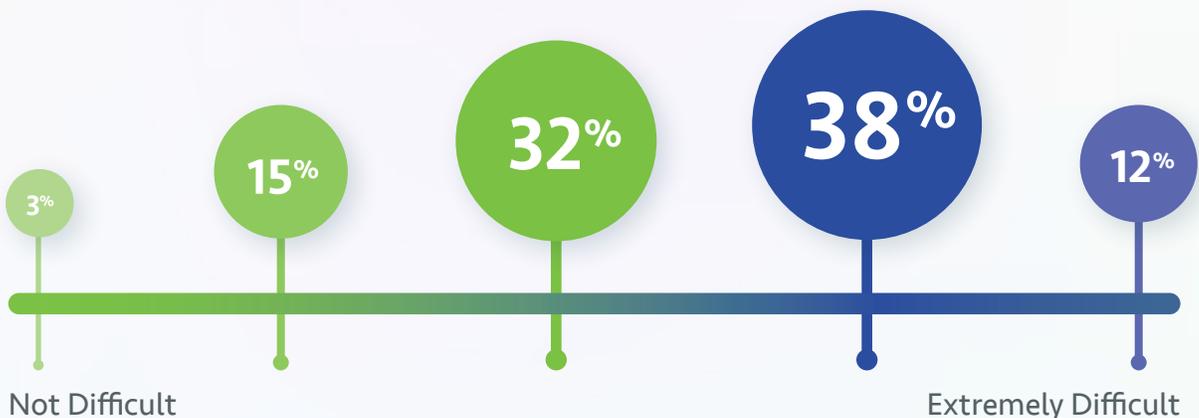
What barriers do you encounter when attempting to offer flexible or gig-style roles? (multi select)



Question 11:

On a scale of 1 to 5, how difficult is it to integrate a gig or flexible staffing model into your current system?

(1-5 rating scale with 1 being the least difficult and 5 being the most difficult)



Question 12:

What percentage of shifts are currently left unfilled due to a lack of available staff?



Question 13:

Are you concerned that staffing shortages or ratios may impact the quality of care of patients?

Yes: 95%

No: 5%

Question 14:

Are you concerned that employee burnout or disengagement may impact quality of care for patients?

Yes: 94%

No: 6%

Question 15:

Do you believe providing nurses with a better work-life balance would help improve the quality of care they deliver on the job?

Yes: 95%

No: 5%

Question 16:

Have you observed a correlation between staff engagement levels and patient satisfaction or outcomes?

Yes: 98%

No: 2%

Question 17:

When considering workforce requests, what factors matter most to your nurses today? Please rank the following in order of importance from one to six, using each number only once.



Flexibility



Fewer Admin Tasks



Autonomy Picking Shifts



Autonomy Picking Locations



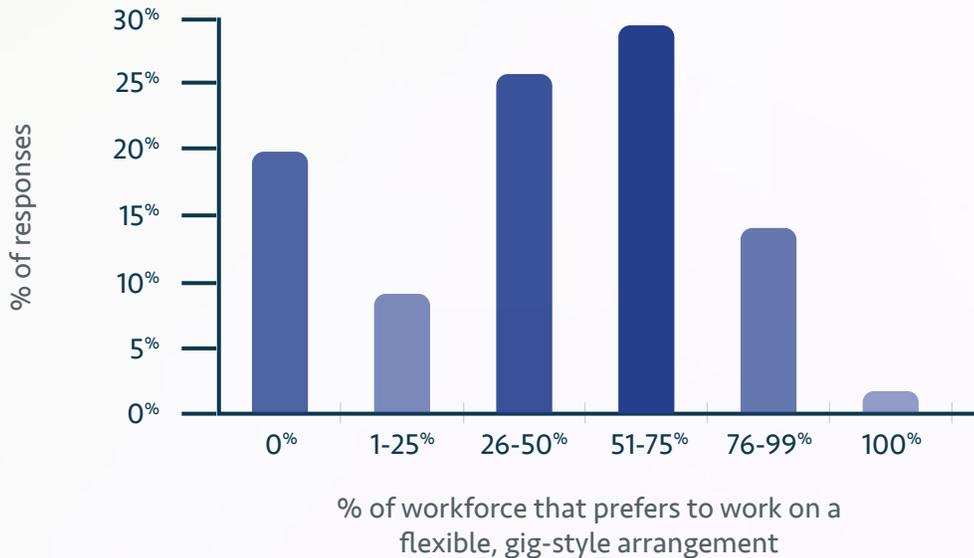
Leadership Development



Pay

Question 18:

What percentage of your workforce do you think would prefer to work on a flexible, gig-style arrangement?



Question 19:

Have you seen an increase in demand from nurses for flexible, gig-style work arrangements in the past 1-2 years?

Yes: 98%

No: 2%

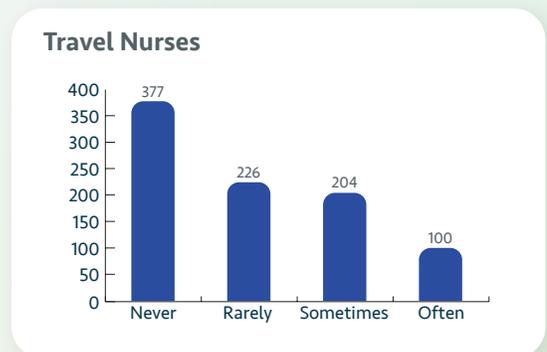
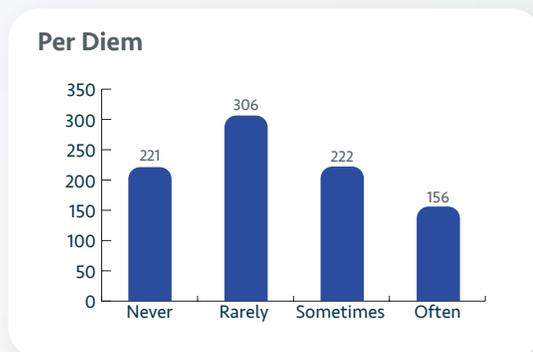
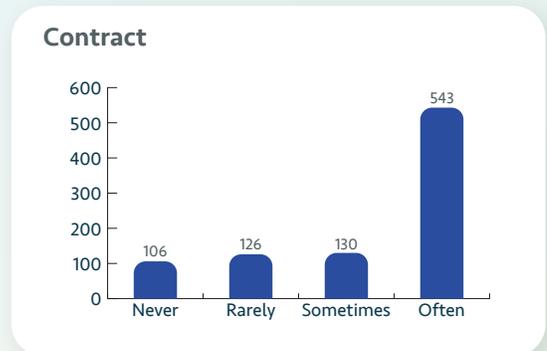
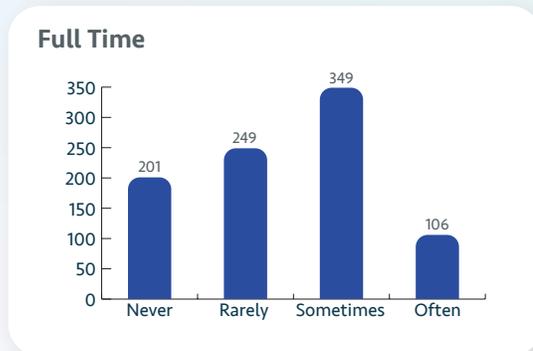


How does filling shifts with travel or contract nurses affect your budget compared to other staffing models?

“It’s becoming alarming to think of the cost of recruiting staff”

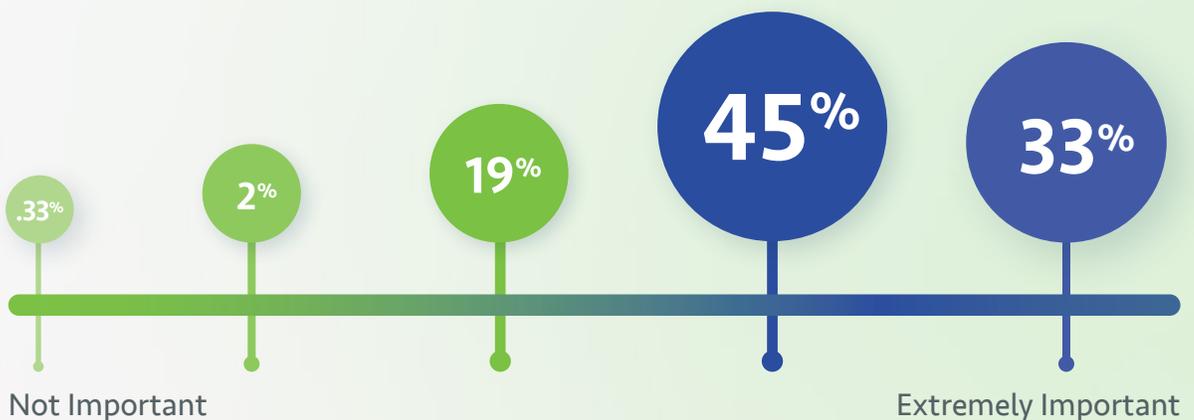
Question 20:

How often does each type of nurse fill the most critical or unappealing shifts at your organization?



Question 21:

On a scale of 1 to 5 with 1 being not important at all, how important do you believe flexible work options are for improving nurse engagement and morale?



Question 22:

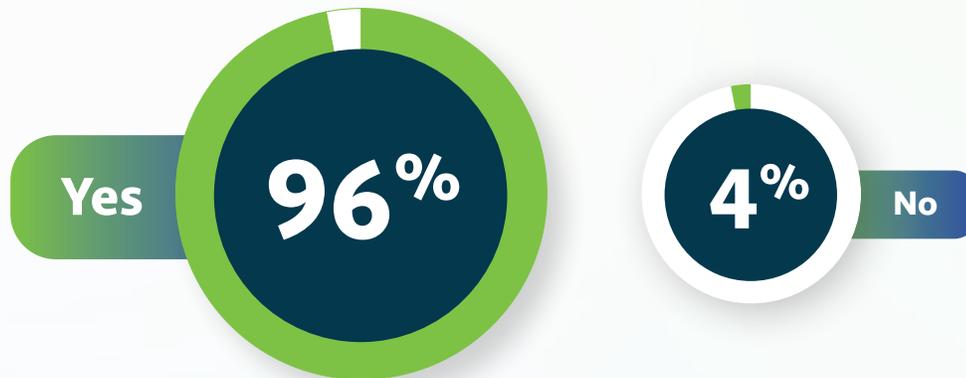
Do you believe providing more flexibility and autonomy in scheduling would help you attract and retain more qualified workers?

Yes: 96%

No: 4%

Question 23:

Do you anticipate that gig-style work will become a significant part of your staffing strategy over the next five years?



“

How does filling shifts with travel or contract nurses affect your budget compared to other staffing models?

“A sobering statistic, for every shift we fill with travel or contract nurses, our labor costs balloon by 20-30%, a stark reminder that our staffing strategy needs a serious reboot.”

Question 24:

Are you currently developing or exploring alternative staffing models to attract and retain nurses (e.g., flexible schedules, gig or local float pool roles)?

Yes: 92%

No: 8%

Question 25:

Do you believe your organization would benefit from technology/apps that enable nurses to register and pick up shifts at their convenience, giving them more control over when and where they work?

Yes: 94%

No: 6%

“

How does filling shifts with travel or contract nurses affect your budget compared to other staffing models?

“The financial squeeze is real: with labor costs escalating by 20-30% for every shift filled by travel or contract nurses, we’re facing a budget crisis that demands innovative solutions to our staffing woes.”



Healthcare Workforce Technology

Hallmark offers a fully integrated SaaS platform for healthcare workforce management. Our Einstein II product streamlines sourcing and deployment of contingent clinical labor while our Heisenberg II product automates the provider lifecycle from contracting to compensation, all with exceptional effectiveness, transparency, and cost savings. Partnered with our advanced strategies and deep expertise, Hallmark's leading-edge technology solutions empower healthcare organizations to thrive. **To learn more, visit: www.hallmarkhcs.com.**

Copyright © 2025 Hallmark Health Care Solutions, Inc. All rights reserved.