Hallmark

Healthcare Workforce Technology

Hallmark Contingent Labor Solutions: Big Impact, Minimal IT Burden

A Guide to Contingent Labor Sourcing Technology for Chief Information Officers

Introduction

Digital transformation in the healthcare industry is imperative and, in most cases, inevitable. As IT systems grow more complex, it's important that healthcare leaders invest in solutions that make life easier for teams across the enterprise—while meeting the stringent data security protocols the sensitivity of the data and the industry require.

Empower your organization's HR and nurse leaders to take control of contingent labor sourcing and deployment with Hallmark's platform—our SaaS-based **Type 1 and 2 SOC 2-compliant** software platform that connects them to the largest talent pool available and enables them to optimize staffing to ensure that patients receive the care they need.

Hallmark brings the future of contingent healthcare labor sourcing and deployment to desktops and mobile devices with peerless technology and secure infrastructure. Hallmark's platform helps healthcare organizations break away from their reliance on a single agency or managed service provider (MSP) and exponentially expand contingent labor sourcing access and efficiency while lowering costs.

As the IT leader within your organization, you're in a position to contribute to its financial success and deliver tremendous benefit to your executive colleagues by improving the way your organization sources and manages its greatest expense: labor.

Hallmark offers healthcare systems an unparalleled opportunity for cost savings, efficiency, and data security in healthcare workforce management.

Our comprehensive platform enables clinical and HR leaders to build a robust internal resource pool (IRP) to fill open nursing shifts, while also streamlining contract labor management through an all-in-one, vendor-neutral vendor management solution (VMS).

As a single-source technology solution for contingent labor sourcing and deployment, Hallmark solutions support better decision-making with full visibility into available talent, skills, credentials, and pay rates.

Why Change Is Necessary

While staffing agencies and MSPs have traditionally augmented talent sourcing capabilities in the healthcare arena, they lock their customers into a one-size-fits-all business model that hasn't kept up with the rapid pace of innovation, emerging technologies, and the evolving requirements of the modern workforce.

Why Hallmark

Our solution connects users to the **largest pool of healthcare labor** available, and our advanced technology makes staffing decisions easier and more efficient. Of course, we understand that a new technology implementation and deployment raises questions and requires scrutiny. With this guide, you'll understand how Hallmark's platform benefits your organization while creating minimal burden on the IT function.

Hallmark is more than a vendor. Our industry-leading solutions are supported by subject matter experts who have done the very same work our clients do. We are invested in client success and are driven to help healthcare organizations build an engaged and resilient workforce to advance standards of care and improve the patient experience.

Hallmark is a Microsoft Gold Certified partner whose sole focus is healthcare. Our intelligent SaaS platform ensures seamless integration and alignment with system workflows and goals.

> "Hallmark helps us to be efficient, effective, and fast. We support 92 hospitals with our system-wide float pool. We have 15 different regional float pools with over 3,200 resources deployed across the country at any given time. Our rates are 13-15% lower than what you see across the country...and I'm able to fill 98% of our needs with it."

Nicole Roberson, Director, FirstChoice Program at Trinity Health

Download the case study. →

Let's review the top four reasons Hallmark's contingent labor sourcing and deployment technology is the right fit for your organization.

1 Easy to Integrate

First and foremost, Hallmark is a technology company. Moreover, we are a technology company firmly established in the healthcare space, so we understand the complexities of introducing new technology within a healthcare system. Hallmark integrates seamlessly with your existing software and systems, and we have a team of experienced leaders dedicated to ensuring smooth integrations as well as rigorous standards for setup and testing processes.

HR Systems (Uni-directional)

ORACLE PEOPLESOFT · ORACLE · workday. · Paycor · LAWSON · paycom · Sage · UltiPro by ULTIMATE SOFTWARE · symplr · ADP · infor · UKG

AP Systems (Uni-directional)

ORACLE PEOPLESOFT · SAP Concur · basware Simplify Operations, Spend Smarter. · MEDITECH · LAWSON · metaviewer · athenahealth · intuit quickbooks. · Sage · workday. · MEDHOST

EMR Systems (Uni-directional)

Allscripts · athenahealth · GE HealthCare · AdvancedMD · Cerner · MEDITECH · ORACLE Cerner · Greenway Health. · ModMed MODERNIZING MEDICINE · Epic with the patient at the heart · nextgen healthcare · IMS INTELLIGENT MEDICAL SOFTWARE · Institute for HEALing Where Healing Happens

GL Systems (Uni/Bi-directional)

LAWSON · ORACLE HUMAN CAPITAL MANAGEMENT · MEDITECH · Microsoft Dynamics GP · MEDHOST · intuit quickbooks. · IBM Cognos Analytics · Microsoft Dynamics 365 · infor · ORACLE PEOPLESOFT · Strata Decision TECHNOLOGY · workday. · Sage · OnBase by Hyland

Payroll Systems (Bi-directional)

ORACLE PEOPLESOFT · LAWSON · UKG · paycom · UltiPro by ULTIMATE SOFTWARE · infor · workday. · ADP · ORACLE · Paycor · symplr

Scheduling Systems (Uni-directional)

Ping Identity · QGenda · AMiON · KRONOS · ANSOS · SHIFTADMIN A QGENDA Company

SSO

okta · Ping Identity · bitglass · Azure Active Directory · imprivata · Microsoft Active Directory Federation Services

Timekeeping Systems (Uni-directional)

symplr · jbdev · KRONOS · UKG

Contact Management (Uni-directional)

Hallmark Healthcare Workforce Technology

Integration options available:
API, Webhooks, EDI, HL7, FHIR, flat file integrations over SFTP

Outbound APIs:
- Azure API Management
- Azure Synapse

Inbound integrations:
Azure Synapseand smart mappers

2 **Compliant and Secure**

While contingent labor sourcing and deployment does not involve patients' protected health information (PHI), it's critical to the overall strength of your organization's IT ecosystem that all third-party service providers store and process data in a secure manner. You can rest easy knowing that Hallmark's platform includes SSO capabilities, is Type 1 and Type 2 SOC 2 compliant, does not store any data outside the United States, and does not touch PHI. In addition, Hallmark uses **Azure Cloud** with high availability architecture for optimal continuous operation and uptime.

SSO Capabilities   **SOC 2 Compliant**   **Data stored in the US**   **No PHI Interaction**

3 **Proven Implementation Success**

Hallmark has successfully delivered implementations within health systems and hospitals of all sizes and levels of complexity. Our solutions are designed for ease of implementation with a solid tech stack and SaaS-based technology that enables setup and configuration to be accomplished on the front end, putting minimal burden on resource-constrained IT teams.

Hallmark will work closely with your organization's designated point of contact to coordinate and facilitate implementation activities. Furthermore, we will ensure smooth transitions with comprehensive training and change management communications across the course of your project.

Our implementation team will be there every step of the way and typically includes:
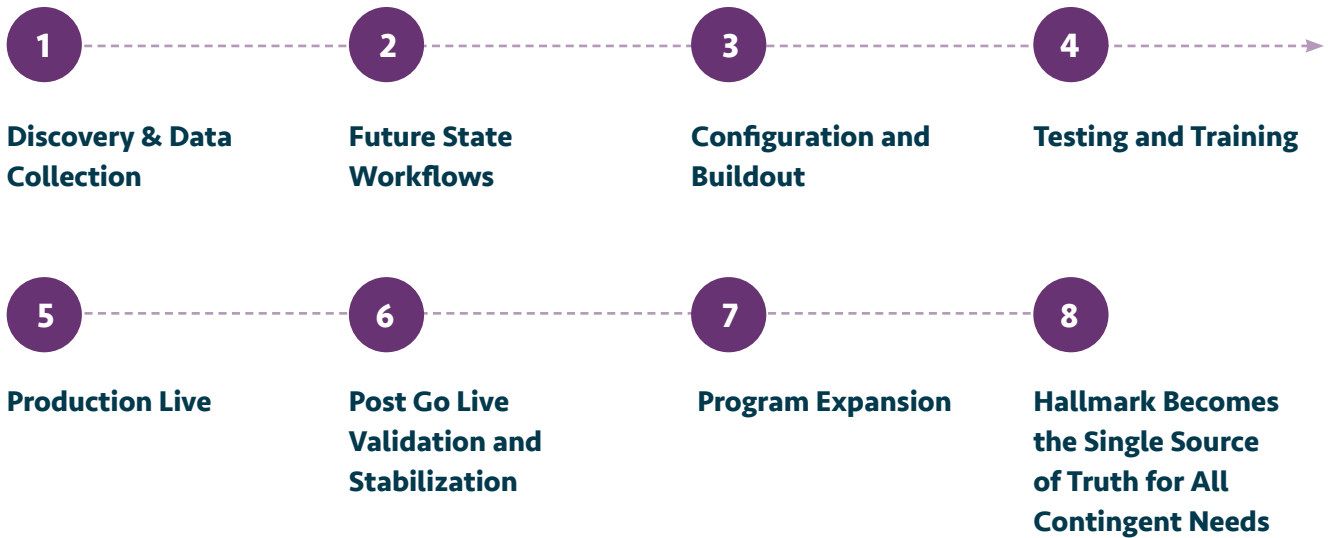
Vice President of Implementation   **Project Manager**   **Implementation Analyst**

After go-live, a member of our customer success team will provide additional resources and support, including office hours and ongoing training sessions within the first 90 days.

Many large health systems have successfully integrated Hallmark into their technology ecosystems, supported by our comprehensive implementation plan and expert resources.
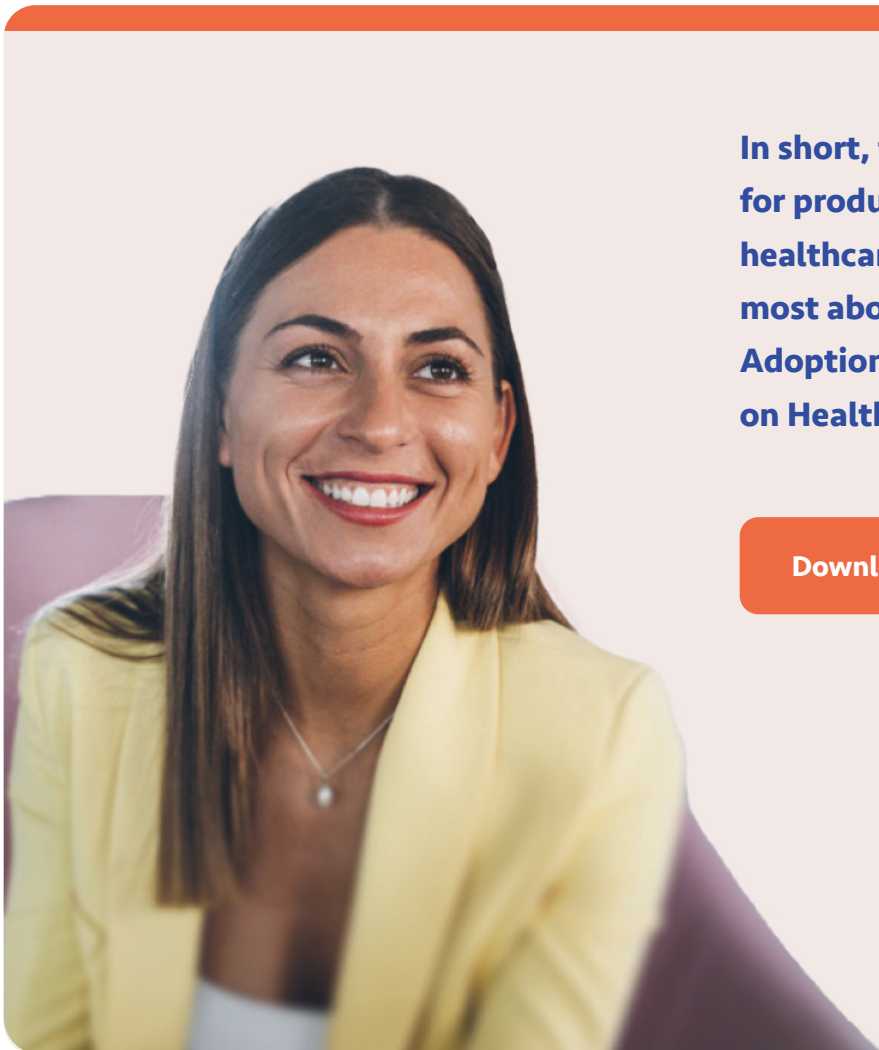
1 Discovery & Data Collection

2 Future State Workflows

3 Configuration and Buildout

4 Testing and Training

5 Production Live

6 Post Go Live Validation and Stabilization

7 Program Expansion

8 Hallmark Becomes the Single Source of Truth for All Contingent Needs

Tech Stack

- **Certified Microsoft Gold partner with competency in application development, application integration, Azure DevOps, data platforms, Windows and devices, communications, and project and portfolio management.**

- **Cloud-based offerings are delivered via SaaS technology and supported with a solid tech stack.**

- **Azure Elastic Compute capabilities enable scalability on demand.**

- **Multizone architecture provides high availability. Geo-redundant front door and balancer provide efficient web traffic routing.**

- **Micro Services and APIs are leveraged using Microsoft Azure PaaS services including Advanced Azure Kubernetes Service and Azure Container Registry.**

- **Project management and application security are founded on industry-leading tools including Azure DevOps, Jira, and Veracode.**

- **Data segregation is based on industry best practices including logical segregation and data encryption, the latter via AES-256 with SSE/PMK applied.**

- **Our NIST CSF–based organizational security policy ensures that all accesses are controlled, logged, and monitored. Azure Identity and Access Management roles have been defined and linked to Azure Active Directory and role-based access control. And SOC 2 Type 2 certification is maintained through external audits and periodic self-audits.**

4 Configurable and Customizable

Every health system approaches contingent labor sourcing and deployment differently. Hallmark has more than 35 configurations and customization options to meet your organization's needs. The VMS can be configured for specific workflows with dashboards and reports your teams are accustomed to using, while also handling relevant functions such as capturing and automating timesheet data and generating invoices for electronic approval.

As your healthcare organization evolves, it's helpful to have a system in place that flexes with you, at your pace. Hallmark is hosted on Microsoft Azure Elastic Compute, allowing the platform to scale easily and dynamically without compromising performance as your organization's clinical staffing needs ebb and flow.

In short, the SaaS model is better for producing the outcomes your healthcare organization cares most about. Download the "SaaS Adoption and Its Positive Impact on Healthcare" white paper.

Download the white paper. →

Technology for Better Staffing and Care

Staffing challenges—both access to available talent and the costs of acquiring talent—will continue to hamstring healthcare organizations for the foreseeable future, with negative implications for patients.

The good news is that SaaS solutions make good business sense while enabling better patient care, and the healthcare industry is finally turning its attention to cloud-based SaaS solutions.

Our innovative Hallmark contingent labor sourcing and deployment platform was created by and for healthcare professionals. It seamlessly integrates with existing IT ecosystems and provides HR and clinical leaders access to the deepest healthcare talent pool available, enabling them to simultaneously build a robust internal pool of contingent staff and source appropriate contract talent to fill gaps in coverage and reduce labor costs.

As CIO, you can play a pivotal role in advancing clinical staffing objectives and have a downstream role in care delivery within your organization. Hallmark's SaaS-based technology is proven to reduce days-to-fill and reduce agency spend by up to 39%—getting caregivers on the floor and at the bedside to do the work they are meant to do.

We welcome the opportunity to hear about your challenges. Contact us, or visit our website to learn more.

Visit our website →

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