

# **Hallmark Assures Your Span of Control Over the Entire Clinical Labor Ecosystem**

**The CNO's Guide to Taking Control of Staffing**

# Introduction

In the face of ongoing nurse shortages and perpetually inflexible budgets, Hallmark's solution is a game-changer, bringing CNOs a transformative solution with new ideas and better ways to effectively manage labor costs of internal and contingent staff. In addition, it ensures organizations can source the right talent and mix of skills to deliver on the promise of patient-centered care.

Hallmarks' vendor-neutral staffing and deployment offering is light-years ahead of alternative solutions, solving your staffing challenges by connecting you with the largest healthcare talent pool available and the support of subject matter experts who have been in your shoes. We are driven to help you build an engaged and resilient workforce to advance standards of nursing care and improve the patient experience.

**Hallmark improves your system's overall staffing capabilities and lowers labor costs, all within a single platform.**



# Executive Summary

While staffing agencies and managed service providers (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.

Having adequate nursing staff with the right skills and competencies on board is the **baseline** for meeting operational and patient needs.

Creating an inclusive workplace that prioritizes patient care and fosters a supportive and collaborative environment with open communication is **pivotal** to advancing nursing excellence and elevating standards of care.

## Where Traditional Staffing Agencies and MSPs Fall Short

### What a CNO Needs

A chief nursing officer's roles and responsibilities are numerous, and managing and deploying staff—while critical—is just one of them. To make these key decisions efficiently and with confidence, CNOs must have direct access to a deep pool of top talent and a clear line of sight into availability, credentials, rates, and compensation, among other criteria.

Additionally, establishing a direct channel of communication with candidates facilitates real-time dialogue, enables more rapid decision-making, and empowers prospective employees to actively participate in shaping their career paths—all of which leads to higher engagement and retention rates.

### What Agencies and MSPs Deliver

Staffing agencies and MSPs generally offer small proprietary talent pools with little to no visibility into labor resources, utilization, rates, and billing charges. Further, due to the client-salesperson relationship, communications with candidates must be conducted via the agency point of contact, which slows progress and creates distance between candidates and their prospective employers.

# Save time, reduce costs, and fill your ranks with top talent

We at Hallmark believe that technology must connect healthcare organizations with top talent and that it must do so in ways that empower both sides of the relationship to thrive. Our intelligent, vendor-neutral technology helps you build a robust internal float pool and connects users to the largest pool of healthcare-specific talent at the best rate, enabling CNOs to work more efficiently and make smarter, fully informed hiring decisions.

**50%**

Reduction in Days to Fill<sup>1</sup>

**98%**

Fill Rate<sup>2</sup>

**39%**

Reduction in Contract Labor Rates<sup>3</sup>

**It's time to transform staffing from filling vacancies to building a team—and making space for CNOs to mentor and lead.**



<sup>1</sup>Based on average Hallmark customer results for 2023

<sup>2</sup>Based on average Hallmark results for Norton Healthcare

<sup>3</sup>Based on average Hallmark customer results for select customers, 2023

# Don't let these staffing issues get in the way of patient care

In recent conversations with our health system clients, we discussed their needs and goals and what gets in the way of delivering optimal patient care. We've compiled a short list of the top five frustrations that vex CNOs, and how Hallmark's solutions make their lives easier by giving them the edge on hiring.



## Overreliance on travel nurses

Though their availability and willingness to work in all corners of the country helps fill gaps, a travel nurse's skills and talent come at a high price, wreaking havoc on budgets and making it difficult to plan effectively, stabilize the workforce, and make important investments in care initiatives.

Hallmark's scalable platform serves as the tool that manages the internal float pool and enables labor sourcing via the agency network, ensuring low rates without the excessive fees agencies charge.

See how a large multi-state system cut their agency spend by half. →





## Closing beds

Nothing is more heartbreaking than having to close beds due to lack of appropriate staffing. The resulting diversions, delays, and procedure cancellations not only have a negative impact on revenue but also take a toll on patient outcomes, workforce engagement, and institutional culture.

Through Hallmark's unified dashboard, you can find the right people to safely staff every shift—whether they come from within or outside your organization. You can also review candidates' credentials to help reduce the administrative burden of bringing on new talent.

**Norton Healthcare reduced travel nurse wages by \$30-40 / hour and achieved a 98% average fill rate. Read the case study to learn how Hallmark helped them do it.**

[Read the full case study.](#)

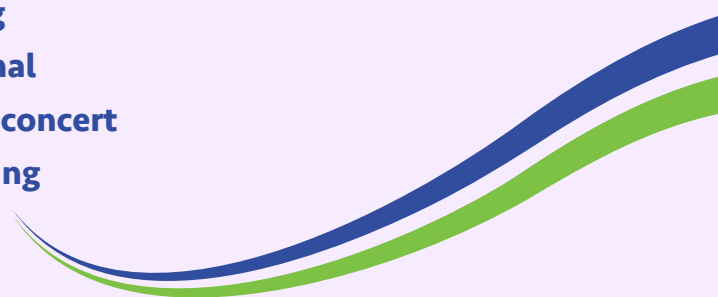


## Stagnant patient flow

The inability to move patients through the system due to lack of staff for open beds puts the patients at risk and affects workplace safety and culture.

Staffing management is an ongoing challenge—and it is critical to ensuring patient safety and quality of care. Hallmark's solutions for managing your internal float pool and external contingent labor sourcing work in concert to help you manage staffing across your enterprise, as well as optimize patient flow by taking advantage of the in-house talent you know and trust while providing access to the largest talent pool so that you can hire the right skills at the best rate to fill the gaps.

**Hallmark's solutions for managing your internal float pool and external contingent labor sourcing work in concert to help you manage contract staffing across your enterprise.**







## Nurse burnout and rising turnover and vacancy rates

Employer–employee relationships have changed in numerous fields—and nursing is no exception.

Meet today’s workforce where they are to nurture and strengthen engagement. Hallmark lets you connect with float nurses via mobile devices, making communication and deployment seamless and attracting the gig economy workforce.

To optimize the skills of existing talent and drive retention, leverage Hallmark’s technology to build a healthy internal float pool. Better shift coverage will also help reduce burnout and foster a culture of joy and engagement.

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**“In just the first three months, we found 70 new, experienced nurses to fill open positions, without turning to an agency or overtime.”**

Jodi, Tennessee health system internal resource pool nurse manager

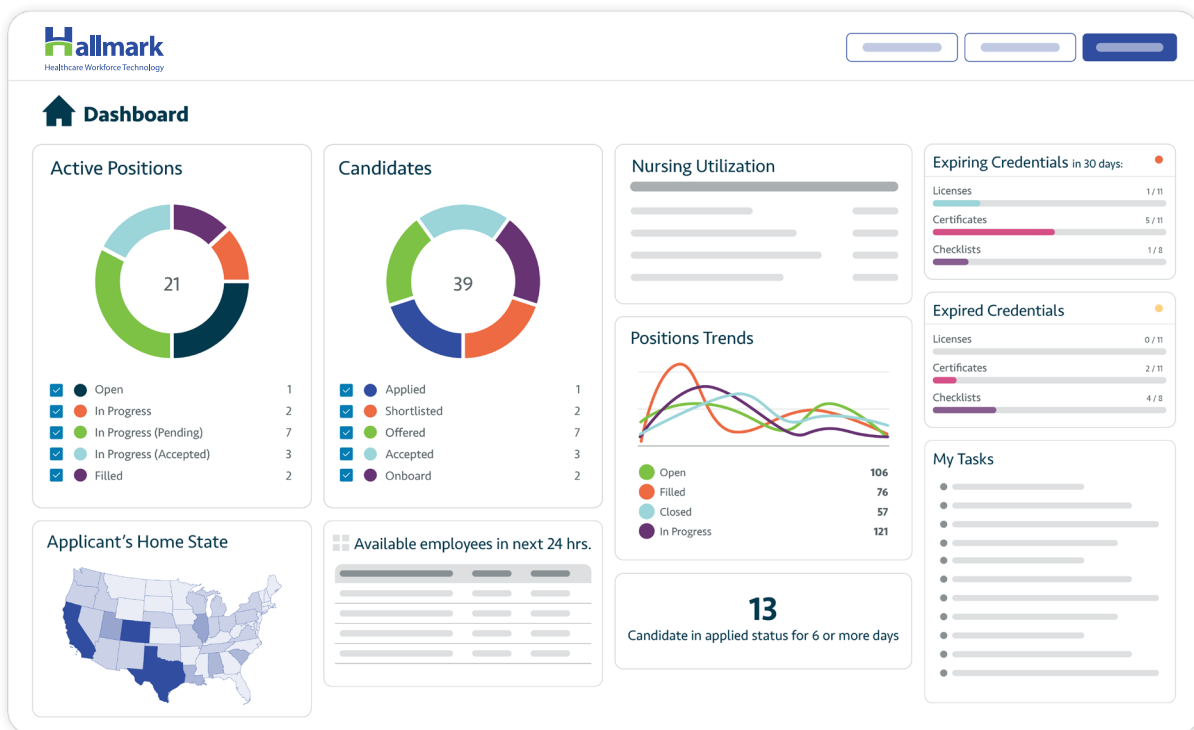
[Download the case study. →](#)



## Less than optimal patient care

Appropriate staffing is critical to delivering safe, high-quality, patient-centered care. While appropriate staffing affects every member of the healthcare ecosystem in different ways, it is ultimately the patient who is dependent on caregivers to be there for them in every way.

Being able to staff according to patient census and acuity can decrease patients’ overall length of stay, which is good not only for patients but also for nursing staff. Having the right skills and talent in place to meet patient needs eliminates the need for staff overtime, which can reduce burnout, create deeper engagement, and improve the patient experience.



## The Solution to Every CNO's Staffing Frustrations

Hallmark was founded 13 years ago. We are a collaborative partner vested in your success and devoted to our mission to partner with healthcare systems to save them time and money, and ultimately empower their workforce to do lifesaving, life-affirming work.

Our innovative platform was created by and for healthcare professionals. It seamlessly integrates with existing IT ecosystems and enables CNOs to leverage the deepest healthcare talent pool available to simultaneously build a robust internal pool of contingent staff and source appropriate contract talent to fill gaps in coverage and reduce labor costs.