



RECRUITMENT EXPERTISE DRIVES SPECIALTY HIRING SUCCESS & COST REDUCTION

The University of Virginia Health System (UVA) is consistently ranked as one of the nation's top hospitals, with 10 medical specialties recognized in the 2012-2013 U.S. News & World Report Best Hospitals guide. Featuring a 570-bed capacity and Level I trauma center, the academic medical center includes nationally recognized cancer and heart centers and primary and specialty clinics throughout Central Virginia.

UVA had a critical need to hire nurses and surgical technologists to support its 28 operating suites. At one point, UVA had 60 staff vacancies and more than 40 travelers on contract. UVA sought a partner to provide proactive, consistent and results-oriented recruitment to hire superior nursing talent and reduce its reliance on travelers.

IMPLEMENTING A TARGETED SOLUTION

Cielo partnered with UVA on a project-based solution with the goal of solving their talent acquisition challenges in the operating room and increasing UVA's competitive advantage in nursing talent. From the start, Cielo brought their deep expertise in recruiting nurses to UVA through a significant onsite presence. The team aligned with UVA's reputation and academic medical center environment to fill these important roles and replace travelers with regular staff who were best qualified in skills, experience and cultural fit.

Working closely with UVA's internal team to achieve both timely results and a sustainable solution, Cielo improved UVA's recruitment process by implementing technology and best practices.

Enhancements included:

- Deploying technology-enhanced sourcing of passive candidates nationally, regionally and locally.
- Developing talent communities and increasing awareness of UVA's employer brand.

“Cielo helped us become more effective in finding the nurses we need to provide high-quality patient care. Our dedicated recruitment team acted as if they were truly employees of UVA and really understood the type of nurse that would be successful in our academic medical center environment. During our partnership, there was a marked difference in the quality of the candidates we interviewed and hired.”

- Lorna Facticeau, Chief Nursing Officer,
The University of Virginia Health System

- Elevating the candidate experience for external and internal applicants.
- Building relationships with hiring managers and strengthening the hiring manager experience.
- Establishing and reporting recruitment metrics, while benchmarking success against industry leaders.

DELIVERING IMMEDIATE IMPACT

UVA expanded the partnership, tasking Cielo with additional recruitment responsibilities in critical and acute care nursing, advanced practice nursing, pharmacy, and ambulatory clinics. Cielo was also engaged to meet UVA's hiring requirements for a newly developed stem cell program, and expansion of its outpatient surgery center.

The year-long partnership accomplished UVA's goals and measurably increased the quality of nurses being hired and reduced its dependency on traveling nurse services. The strategic results included:

- Filling more than 350 positions with an average time-to-fill of 64 days.
- A 74% reduction in travelers' contracts in 12 months.
- An increase in 90-day retention to nearly 94% as a direct result of the improved recruitment process.
- Through reduction in traveler, overtime and agency expenses, UVA saved a minimum of \$1.1 million over the duration of the partnership.

ABOUT CIELO

Cielo is the world's leading provider of global talent acquisition and management solutions. Cielo leverages its global scale, customized, innovative solutions and entrepreneurial agility to help clients achieve sustained people advantage and outstanding business outcomes. Through world-class, technology-enabled solutions, Cielo serves clients primarily in the financial and business services, consumer brands, technology and media, engineering, life sciences and healthcare industries. Cielo knows talent is rising – and with it, an organization's opportunity to rise above. For more information, visit cielotalent.com.