Addressing the Nursing Shortage: Sound Strategy, Compelling Creative and Tangible Results

Why Did Top Nursing Prospects Choose Cape Girardeau, Missouri? For All the Soon-To-Be-Obvious Reasons

It’s no secret there’s a national nursing shortage. The American Association of Colleges of Nursing says it could continue all the way to 2030. And an aging baby boom population isn’t helping the situation.

Which brings us to Cape Girardeau, an unassuming town in the southeastern corner of Missouri. There, Saint Francis Healthcare System wanted to recruit students to work as nurse assistants within a float pool.

In addition to being an excellent opportunity for the students themselves, these positions helped Saint Francis stay ahead of the shortage by reaching out to future nurses while they were still in school.

Not only did this initiative succeed, it did so with quantifiable results. How did Saint Francis manage to get more than twice as many applicants as they had open positions? They started by turning to their longtime hospital marketing strategist, The Roberts Group.

Strategy: Our Second-Favorite Word of All Time (Right Behind Results)

The challenge was great: Convince some of the nation’s top nursing prospects to apply for a job in the middle of the nation that may not have been on their radars. What made it even more daunting: trying to accomplish it without stretching limited resources beyond the breaking point.

To meet the challenge, The Roberts Group sat down with Saint Francis to map out a clear, comprehensive strategy. That strategy had to be simultaneously realistic about the challenges ahead and enthusiastic about the possibility for ultimate success. But enough about us: It’s time to meet three nurses.
Meet Kacie, Hannah and Laurie
To promote the nurse assistant positions to students, The Roberts Group implemented a testimonial-style campaign that featured three young Saint Francis nurses: Kacie Curry, Hannah Dirnberger and Laurie Kluesner. Associating an actual nurse and smiling face to the name, Saint Francis helped make these positions much more personal and welcoming.

We also made YourNursingFuture.com the central hub of the comprehensive marketing effort. The website contains videos promoting nurses at Saint Francis, along with application materials, background information and a note from the President and CEO.

Now Meet the Rest of the Campaign
To appeal to a younger demographic, including millennials, the campaign featured everything from social media ads targeting nursing students living in the community to fliers distributed through career networks at various nursing schools – even a print ad in a local university’s newspaper. Did it work? Did it ever! Let’s look closer at some tangible results from these efforts.

Digital Healthcare Marketing Success by the Numbers

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<tr>
<td><strong>DOUBLING UP</strong></td>
<td><strong>22 applicants for 10 open positions</strong></td>
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<td><strong>IMPRESSIVE IMPRESSIONS</strong></td>
<td>More than <strong>105,000 impressions</strong> from social media ads on Facebook and LinkedIn</td>
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<td><strong>CLICK, REACT, REPEAT</strong></td>
<td><strong>700 clicks</strong> and <strong>50 reactions</strong>, including likes, comments and shares</td>
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<td><strong>VISITING HOURS ARE NEVER OVER</strong></td>
<td>More than <strong>1,500+ website visitors</strong> (24 percent from social ads on Facebook and LinkedIn and the remaining from organic search results and direct links from visitors who may have seen other nondigital ads)</td>
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What Numbers-Driven Results Are You Looking For?
Looking for healthcare marketing that’s doing more than just showing up? Want to find a healthcare marketing strategist who turns expert understanding into exceptional results? The Roberts Group can be that healthcare communications partner. Let’s talk soon.

therobertsgroup.com
toll-free 866.549.6848
Campaign Elements

WEBPAGE

NURSING RECRUITMENT
EXPLORE NEW POSSIBILITIES

start
learn
hear
explore

WEBPAGE

PRINT

It's a great place to work... c'mon we're ready for you!
- Laurie Kluesner, RN

PRINT

PANDORA AD

I'm definitely going to build a career here.
- Katie Curry, RN

PANDORA AD

The facilities are state-of-the-art and the floor design enhances patient care.
- Hannah Dirnberger, RN

Now accepting applications – due April 28.

CLIENT PROFILE

Saint Francis Healthcare System’s flagship 308-bed hospital serves more than 713,000 people throughout Missouri, Illinois, Kentucky, Tennessee and Arkansas. The system is continually growing and expanding through rural outlying clinics, and has become a progressive, innovative regional tertiary care referral center.