

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

Attracting Top Nursing Prospects During a National Shortage

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.

One way Saint Francis Healthcare System in Cape Girardeau, Mo., addressed this challenge was to recruit students to work as nurse assistants within a float pool. This helped Saint Francis stay ahead of the shortage by reaching out to future nurses while still in school.

How did Saint Francis get more than twice as many applicants as they had open positions? They partnered with The Roberts Group, their longtime healthcare marketing specialist, to help with:

- **Strategy:** We helped map out a clear, comprehensive plan that was realistic about the challenges ahead and enthusiastic about the possibility for ultimate success.
- **Testimonials:** A testimonial-style campaign featured three young Saint Francis nurses to help make these positions more personal and welcoming.

- **YourNursingFuture.com:** This dedicated website served as the central hub of the comprehensive marketing effort, containing application materials, videos and other promotional materials, including a note from the President and CEO.
- **Millennial-attractive tactics:** To appeal to a younger demographic, the campaign included social media ads targeting nursing students in the community, fliers distributed through nursing school career networks, and a print ad in a local university's newspaper.

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.

Digital Healthcare Marketing Success by the Numbers

DOUBLING UP	22 applicants for 10 open positions
IMPRESSIVE IMPRESSIONS	More than 105,000 impressions from social media ads on Facebook and LinkedIn
CLICK, REACT, REPEAT	700 clicks and 50 reactions , including likes, comments and shares
VISITING HOURS ARE NEVER OVER	More than 1,500+ website visitors (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)

CLIENT PROFILE

Saint Francis Healthcare System's 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.