

7 healthcare staffing trends for 2014

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1

Staffing will continue to grow

Staffing Industry Analysts expects the healthcare staffing market to grow by 7% in 2014 with robust growth in three of the four healthcare sub-segments led by travel nursing (8%), per diem nursing (7%) and locum tenens (8%). Despite temporary relief, long-term trends still point to an escalating nurse shortage. Physicians are especially in demand.

Source: [Staffing Industry Analysts](#)

2

Smarter sourcing will win the day

It's always been about volume in healthcare. In the past, if a staffing manager with an open shift was standing on a busy street corner with a cardboard sign, it might have read, "Have opening, you're hired!"

But the emphasis on value-based care has put a spotlight on the quality of sourcing tools. From recruitment of full-time staff to the usage of temporary, or contract labor, technology has advanced to the point that there are better ways of sourcing than—to use a tired term—"what we've always done."

Source: [The Staffing Stream](#)

ShiftWise Client Spotlight

57%

Fill rate
increase

14%

Time to fill
reduction

Results for St. Vincent Medical
Center from 2012-2013

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3

EMR installs continue to thrive, plans to backfill positions required

As more health systems move to install EPIC and other EMR/EHR systems, there's a need for staff to backfill positions. This is difficult for organizations both large and small but especially so for those with fewer resources.

“I don't believe we could have made it through without ShiftWise.”

To meet these needs, many health systems rely on their vendor management system, managed service provider or some combination of both to help them line up enough staffing resources that can meet required needs by type, specialty, and location.

**Marie Hodgkins, Director,
Patient Care Services, Loma
Linda University MC, on
handling backfill needs for
its EMR install.**

4

Physicians are hospital-bound

More and more physicians - especially younger ones - are landing in hospitals as employees rather than running their own private practice. Hospitals know that physicians have a direct impact on revenue and thus have made a strong push to acquire private practices and bring on physicians full time. This means there is fierce recruitment and competition for the services of physicians as well as an increasing need for locum tenens to fill openings when full-time physicians are unable to work. Any opening - even if it's just for a day - is now a lost revenue opportunity that health systems simply can't afford.

Source: [Kansas City Star](#)

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5 Transparency will increase

Transparency is a word that flies through all of healthcare. Patients want better visibility into their health records while healthcare leaders need better insight into performance, costs and outcomes. Staffing is no stranger. Managers need performance data whether it's for full-time workers, contingent staff or the agencies that provide them. It's especially critical in contingent staffing where there is less control. Usage rates, time-to-fill and costs are just a few examples of must-have data.

Source: [The Camden Group](#)

6 Empowerment gets results

The best ideas for improvements in nursing are coming from front-line nurses rather than the C-Suite. Where nurses are empowered to affect change, new and innovative ideas are springing forth. Concepts like "positive deviance" are being embraced. Nurses are encouraged to bend or tweak guidelines in the interest of improving patient care. Health systems can essentially "crowdsource" solutions by simply empowering its workforce.

Source: [HealthLeaders Media](#)

7 Value, not just volume

Quality, quality quality. That's the operative word in healthcare. The better care a patient receives, the better the bottom line will look for health systems. Staffing providers are going to have to focus not just on "bodies for the job" (volume), but on providing solutions that focus on quality (value).

Source: [Staffing Industry Analysts](#)

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About ShiftWise

Leading health care systems nationwide [click ShiftWise](#) to lower costs, ensure compliance and improve quality when using flexible, temporary and contract professionals. With an easy to use, Web-based suite of applications and services that are highly flexible to the needs of each client, ShiftWise maintains a broad client base across the entire spectrum of health care providers and includes some of the most clinically advanced health care systems in the U.S. ShiftWise is based in Portland, OR. More information about ShiftWise can be found at www.shiftwise.com.



The ShiftWise Staffing Vendor Management System has earned the exclusive endorsement of the American Hospital Association.