Baton Rouge General Medical Center is a full-service community hospital with 544 licensed beds across two campuses. As the first hospital in Baton Rouge, opening its doors in 1900, Baton Rouge General has a long history of groundbreaking milestones, as well as providing the Greater Baton Rouge community with high-quality healthcare for generations.

EXECUTIVE SUMMARY

Struggling to engage and connect with flexible staff, BRG found itself with a dissatisfied float pool and management forced to rely on manual pen and paper processes despite previous automation efforts.

The solution? ShiftWise Connect, an innovative communication platform, is designed to elevate today's modern healthcare worker and the organizations where they work to the next level of efficiency, satisfaction and quality. "We are looking for greater efficiency and increased productivity. By using ShiftWise Connect we accomplish this with happier staff and a smarter way of working that leads to time and cost savings."

Powerful Outcomes:	- Anne Segura, director of employment & HR services:
✓ Dramatically improves fill rates for open shifts	"We're filling 600 shifts a month now, up 38% from our previous number, 435.
✓ Improves quality of care delivery by ensuring qualified staff fill shifts	"As we broadcast available shifts, it's reassuring to know that automated credential matching ensures the responses to that opening are only coming from workers qualified to work that specific unit and job type.
✓ Significantly reduces phone calls and improves recruitment and retention efforts.	"Float pool staffers pick that type of job because they want control of their schedule. With ShiftWise Connect you can make your own hours, and we're looking forward to capitalizing on that as a retention and recruiting tool.
✓ Increase employee and patient satisfaction with better scheduling tools	"ShiftWise is enabling our units to adopt a schedule vision. Planning in advance allows them to ensure they have the right person for each shift, which contributes to patient and employee satisfaction.
✓ Decrease administrative and labor costs	"When we save on overtime we have more funds to reinvest in our healthcare system, a direct benefit for our community.

The Challenge - Manual processes are costly and time-consuming

Achieving true staffing automation requires the next level of connectivity

With 3,000 employees and nearly 600 patient beds across two campuses, the daily staffing needs at Louisiana's Baton Rouge General are significant. **Managing their flexible workforce was an ongoing challenge**.

> "Float pool managers were literally doing everything using a pencil, paper and the phone... Because of this process, many shifts were being filled at the last minute or not at all."
>
> **- Anne Segura, Director of Employment & HR Services, Baton Rouge General**

Baton Rouge General first implemented the ShiftWise vendor management solution and **mastered key flexible staffing initiatives such as billing, credentialing and ordering of staff**. But to effectively manage their entire flexible workforce, they needed a way to more directly engage the staff filling their shifts.

Despite best efforts, managers still found themselves buried in manual processes, and operating in crisis mode.

"Float pool managers were literally doing everything using a pencil, paper and the phone," says Baton Rouge General's Director of Employment and HR Services Anne Segura. "If there was a vacant shift they would call through the resource pool list to see who was available. Often there was only one person in the staffing office, and that person was also in charge of handling phone calls from staffers picking up or cancelling a shift. Employees were getting frustrated because it was often difficult to reach the office by phone and they were being pressured to take shifts they didn't want. **Because of this process, many shifts were being filled at the last minute or not at all**."

This arrangement created unnecessary costs and risked quality of care for the hospital. When a shift went unfilled, there were two options: a staffer would be required to take mandatory overtime or a forced call-in, or the patient capacity for the unit would be temporarily reduced to account for lower staff levels. Forcing staff to work extra hours created **employee issues, jeopardized patient satisfaction and racked up unneeded overtime costs** for the hospital; reducing patient capacity risked quality of care and led to lost revenue.

AT A GLANCE: Challenges faced

- Time-consuming manual 'pencil and paper' process for staffing unfilled shifts

- The inability to fill many shifts decreased patient capacity, and risked patient satisfaction

- Last-minute mentality for filling shifts created an unneeded sense of daily urgency

- Mandatory overtime and last-minute call-ins resulted in unnecessary costs and unhappy staff

- Crisis mode limited ability to match staff to shifts based on each employee's skills and strengths

- Long phone wait times for float pool staff calling in for shifts led to employee frustration

The ShiftWise Connect Solution - Taming the Crisis

ShiftWise Connect, designed for the flexible healthcare worker

What Baton Rouge General was experiencing is shared by many healthcare systems that struggle to reliably engage and connect with their flexible workforce. Available scheduling tools simply don't meet the needs of these workers.

> They (staff) can be at the grocery store, get a text message and immediately respond with an acceptance of the opening. It's instant, two-way communication with staff that are perfect matches for the need."
>
> **- Anne Segura, Director of Employment and HR Services, Baton Rouge General**

ShiftWise Connect is **specifically designed and built for the modern, flexible healthcare worker** and provided Baton Rouge General a way to fully automate their staffing process and drop what was still left of the pen, paper and phone.

"Our flexible workforce wants to work when they're needed," says Segura. But without the right tools, we couldn't always easily identify the right worker at the right time and when we did, we couldn't always communicate it effectively."

ShiftWise Connect has been **able to better indentify the right worker and automatically engage them** in direct, two-way communication to fill openings.

"With ShiftWise Connect, our staff is connected to our openings through a personal profile that allows them to customize both job and notification preferences. They can **be at the grocery store, get a text message and immediately respond with an acceptance** of the opening. It's instant, two-way communication only with staff that are qualified matches for the need.

Substantial cost savings in overtime drives reinvestment in healthcare system

Today, just months after the ShiftWise Connect implementation, the difference in Baton Rouge General's resource pool management is instantly recognizable. ShiftWise Connect has allowed the hospital to significantly increase the number of vacant shifts filled in advance; **the hospital is currently filling nearly 600 shifts a month with ShiftWise Connect as compared to 435 shifts** per month prior to ShiftWise Connect. This has led to a substantial cost savings. "In the past, at least half of those shifts would have been overtime," says Segura. "As a non-profit, when we save on overtime we have more funds to reinvest in our healthcare system, producing a direct benefit for our patients and our community."

The ShiftWise Connect Solution - Taming the Crisis

Streamlined process provides more focus on mission-critical activities

Other time and cost savings come as a result of **streamlining the verification of credentials and document tracking** for contract workers. ShiftWise automatically ensures that any staff that match to an order - internal or external employees -meet all of BRG's unique credentialing requirements.

"ShiftWise is enabling our units to adopt a schedule vision. Planning in advance allows them to ensure they have the right person for each shift well in advance, which contributes to both patient and employee satisfaction."

Once staff are verified online, ShiftWise allows each qualified staff to book directly to a shift without a time-consuming manual process or phone tag. As a result, **managers can spend more time on mission-critical activities like recruitment and retention**, and staff gain more control over their schedules and lives. "Float pool staffers pick that type of job because they want control of their schedule," says Segura. "With ShiftWise Connect you can make your own hours, and as an HR department we're looking forward to capitalizing on that as a retention and recruiting tool."

Happier employees with a smarter way of working leads to time and cost savings

ShiftWise Connect is also contributing to an important culture shift within the hospital. "In the past it has been an acceptable practice to work in 'fire mode', filling shifts just four hours out with a constant sense of urgency," says Segura. "ShiftWise is **enabling our units to adopt a schedule vision**. Planning in advance allows them to ensure they have the right person for each shift, which contributes to patient and employee satisfaction."

Ultimately, hospital executives believe ShiftWise Connect will help them realize their mission and vision. "As a hospital system, we're in growth mode," says Segura. "We're looking for greater efficiency and increased productivity. By using ShiftWise Connect **we accomplish this with happier staff and a smarter way of working that leads to time and cost savings**."

"We are looking for greater efficiency and increased productivity. By using ShiftWise Connect we accomplish this with happier staff and a smarter way of working that leads to time and cost savings."

About ShiftWise

Leading healthcare 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 healthcare providers and includes some of the most clinically advanced healthcare systems in the U.S. ShiftWise is based in Portland, OR. More information about ShiftWise can be found at www.shiftwise.com. Follow us on Facebook, Twitter and LinkedIn.