**MAHPRM SHOW-ME EXCELLENCE AWARDS**

**2017 Call for Entries**

**Narrative Template**

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| **Category (See Call for Entries)** |
| 2. Advertising - Radio |

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| **Division (See Call for Entries)** |
| B. Production cost greater than $1,000 |

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| **Entry Number (See Entry Form)** |
| SM664  |

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| **Entry/Project Name** |
| Nurse Recruitment - YES Makes a Difference  |

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| **Entrant’s Name and Organization** |
| University of Missouri Health  |

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| **Project Goals and Objectives**  |
| * Create a multimedia nursing campaign that would assist with the recruitment of 90 full-time, experienced RN’s by December 2016.
* Position MU Health Care as a premier place for nurses to work.
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| **Statement of Opportunity**  |
| In the midst of a national nursing shortage and ever- aggressive RN recruitment and retention programs the marketing team was tasked with planning and implementing a nurse recruitment campaign. In March of 2016 there were 90 full-time RN positions vacant across University of Missouri Health Care. These vacancies were being covered by overtime and contract nurses. In addition to the added expense of overtime and contract nursing, the health care system was losing revenue that could have been generated by 25 hospital beds that were unusable due to insufficient staffing. Because of the hospital’s capacity limits, referring hospitals were having difficulty getting patients admitted to our facilities. In order to serve our community, reduce costs and maintain our relationship with referring hospital, we needed more nurses!  |

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| **Project Implementation**  |
| We wanted to appeal to experienced RN’s, primarily aged 25-45 who were interested in practicing at the highest level of nursing – academic medicine. Our target was the “career-minded” nurse, the achievers who wanted to advance his/her career and take advantage of our unique benefits package like tuition assistance and help earning advanced certifications. Geographically we targeted Boone County and nurses within 70 miles of Columbia. As nurses work unique shifts, we felt this extended radius acceptable. Prime hiring time for RN’s falls between June and September, so we focused our efforts during this time. The theme “YES makes a difference” was used to capture the attention of the career minded nurse we were targeting, it also connected the nurse recruitment campaign with a multichannel health care system image campaign. A thirty and sixty second commercial was developed and aired throughout the region on local stations and on Pandora. The ad drove people to our muhealth.org/nursing landing page. We implemented the multichannel campaign through a number of other channels including; * Paid search
* Digital ads including targeted display advertising and Facebook
* Magazine ads in CoMo Living which caters to women in our target audience
* Newspaper ads in seven cities – targeting cities with rural hospitals or with nursing schools;
* Advertisements in the Missouri Board of Nursing Newsletter (July and September)
* A direct mail postcard to RN’s in Missouri
* Organic social media posts featuring video clips of MU nurses
* A nurse recruitment career fair that was promoted through direct mail, social media and radio.
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| **Results and Evaluation**  |
| **Nurse recruitment increased 51% from the previous year. In total, 116 full-time experienced nurses were hired in calendar year 2016, far surpassing our original goal of 91 nurses.** Radio commercials ran on 6 radio stations in Columbia and Jefferson City totaling almost 400 spots in 8 weeks. Between April 1 and May 31 the muhealth.org/nursing landing page received 1,461 views. In April the page received approx. 13 views per day; in May when marketing the Nurse Career Fair took affect the average number of page views per day increased to 35 per day. Between July and August, in the height of our marketing efforts, the landing page received 11,127 views, a more than 600 percent increase! Page views in July averaged 58 per day and in August 300 per day. |