



# LOWERING RN VACANCY RATES IN RURAL AREAS



With a diversified strategy and agile management, NAS reached both active and passive nursing candidates and substantially lowered vacancy rates for a large, national organization operating in rural areas.

## CHALLENGE

Core Civic, the nation's largest owner of partnership correctional, detention and residential reentry facilities, has an ongoing need to recruit healthcare professionals across key markets. Challenges include attracting healthcare professionals to work in correctional care and increasing applicant flow for locations in rural areas. Their goal was to create a greater pool of applicants and lower their number of vacancies.

## SOLUTION

Since the volume of applicants being sourced from Indeed was not enough, we identified alternative solutions to expand our reach and target different audiences by diversifying our media mix for maximum impact. To ensure we were pacing towards our target budget by the end of each month, we:



-  Regularly shifted and added funds based on performance and spend utilization to continue driving the highest volume of applicants
-  Piloted new media tactics for priority roles and markets, including a mix of digital search, display, social (Facebook) and programmatic strategies
-  Layered in more upper-funnel awareness campaigns via social media to run simultaneously with our other efforts

## RESULTS

Since the start of our partnership in early 2024, we've been able to bring nurse vacancies down substantially by implementing and executing more holistic and agile strategies across multiple platforms. With this decreased vacancy rate, we are now able to adjust our focus and increase spending for other critical areas of need.

We reduced RN open positions from **100** to **30**.

We achieved the lowest RN vacancy rate in **5** years.

