



Project Name

Maximizing Nursing Recruitment Via LinkedIn

Site

Riyadh

Department

Nursing Recruitment & Retention

Project Status

Completed

Project Start Date

02-26-2017

Project End Date

09-30-2017

Problem: Why the project was needed?

Creating a strong online image in a globally-recognized professional networking site will attract skilled healthcare personnel, develop and strengthen the hospital's online profile and significantly reduce the cost of agency fees. As cited in the 20/20 Vision charter, Strategic Plan #4 clearly states the desire to 'compete more effectively in the regional and international job markets'. The business and employment-oriented social networking service, LinkedIn, provides a universally relevant service containing sophisticated, comprehensive analysis of all recruitment activity. Our 'All Commit to Improve' plan will demonstrate that the empirical utilization of LinkedIn has the ability to provide Nursing Recruitment an effective adjunct to the current agency approach to hiring.

Benefits/Impact: What is the improvement outcome?
(check all that apply)

- Contained or reduced costs
- Improved productivity
- Improved work process
- Improved cycle time
- Increased customer satisfaction
- Other (please explain)
Click or tap here to enter text.

Aims: What will the project achieve?

To increase the number of followers of the hospital LinkedIn site at least 10% from 2016 by the 3Q 2017; this project will also help to reduce nursing hiring recruitment cost

Quality Domain: Which of the domains of healthcare quality does this project support?
(Select only one)

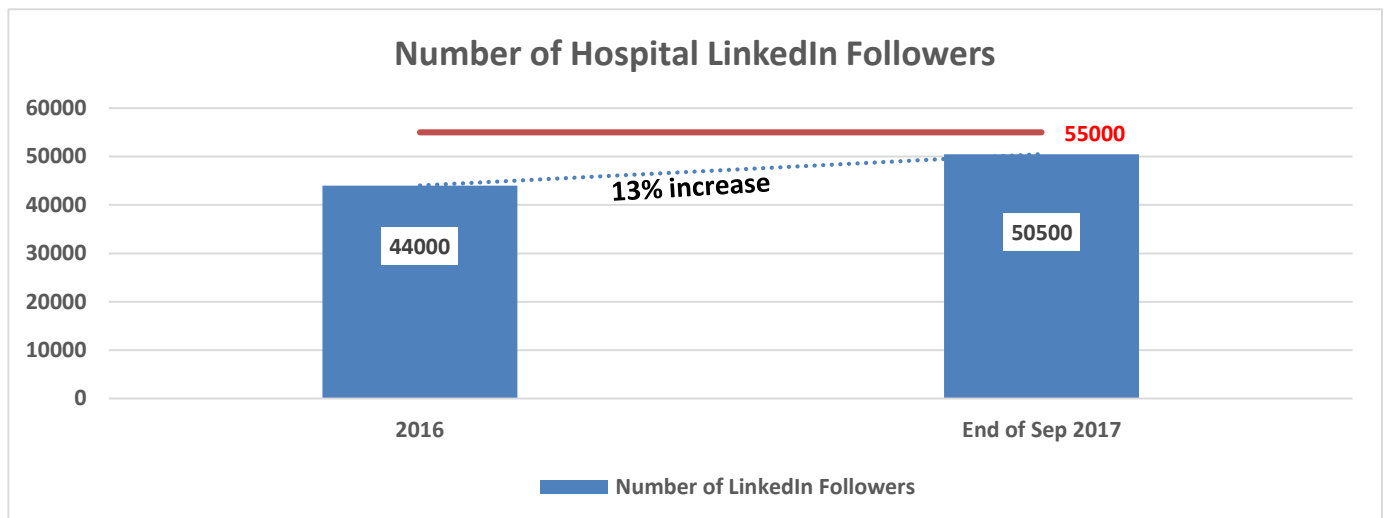
Efficient

Measures: Performance metrics to be evaluated	Targets: Expected outcomes
Hospital LinkedIn Followers	10% increase from 2016

Interventions: Overview of key steps/work completed

- Build and populate a new LinkedIn account, complete with appealing, current photos of KFSHRC and its amenities. Maintain a high level of activity in the form of articles, posts and engagement with followers, thus developing a visible, identifiable and highly-regarded presence within the global Nursing sector.
- Use the established LinkedIn recruitment tools to seek, connect with and hire exemplary candidates for all available nursing positions.
- Monitor the progress of the project on a monthly basis through the use of the inherent LinkedIn recruitment analytics

Results: Insert relevant graphs and charts to illustrate improvement pre and post project
(insert relevant graphs, data, charts, etc.)



Cost Benefit Analysis

- Current cost to the hospital per agency hire: approx. 6,000 USD per nurse (120,000USD per 20 nurse)
- Comprehensive (pertaining to all healthcare disciplines) KFSHRC LinkedIn account fees per annum: between 70,000 – 80,000 USD.
- 20 online nursing hires represent approximately 120,000 USD, thus providing a saving of 45,000 USD to be calculated as follows: 120,000-75,000.

Project Lead

Name

(person accountable for project)

Dawn Leslie

Team Members

Names

(persons involved in project)

Click or tap here to enter text.