



The 90-DAY RN CHALLENGE

How we targeted both active and passive RNs to deliver stellar results and fill an urgent need.

CHALLENGE

Halifax Health is a large hospital system very close to Daytona Beach, FL. Like all hospitals, demand for nurses skyrocketed in the beginning of 2020, but available nurses were not to be found. Halifax needed 200 nurses – and they needed them in less than 90 days. Their current career site was built many years ago and did not provide content specific to the RNs. NAS was approached to assist in this urgent effort.



SOLUTION

Our first step was to create a destination to succinctly explain the employer value propositions and the multitude of programs that help RNs thrive and succeed at Halifax Health. We built a custom landing page with a quick apply form. That made it easier for RNs who have no time for a long ATS application process, as well as recruiters who could quickly and easily reach out to interested nurses.

To drive traffic to the landing page, we created a campaign for active applicants with Google Adwords, RN emails and Facebook/Instagram-sponsored posts that included AI chatbots directly on Facebook to capture candidates without them ever leaving the platform. Our passive campaign targeted nurses who were not actively looking, on websites aligned to content they preferred. Our advertising was segmented by three regions: Florida, adjacent states and expanded Midwest/Mid-Atlantic. We also promoted Halifax's on-the-ground signing day for new graduates at local nursing schools.



RESULTS

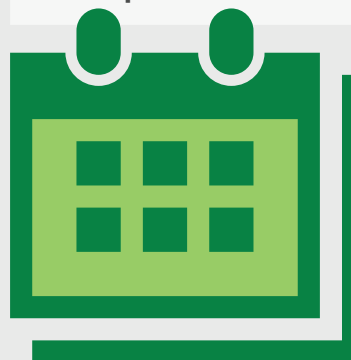
In less than 60 days, we delivered:

29,798
page views

8,651,794
impressions

172
resumes, from
16 different
states –
a **473%**
increase

30+
assists in
new hires
for nursing
graduates



90
nursing hires

Based on the success of the program, we will continue to analyze results, refine strategies and work with Halifax on future RN recruiting efforts.

Need a targeted strategy to attract candidates for a specialized or ongoing hiring need?

CONTACT NAS to get started.