

Case Study

Summa at the Summit of Quality Healthcare

Enhancing workforce flexibility & cost effectiveness

Results at a Glance

Challenge:

- Reduce staffing expenditures & all related expenses
- Improve service provision & quality to all departments

Solution:

- Created a single point of accountability with a dedicated Spherion on-site management & service team
- Standardized billing rates
- Provided a single-source invoicing

The Results:

- Met cost-reduction goals of \$100,000 for first-year
- Achieved HIPAA & JCAHO compliance
- Third-party assessment confirmed Summa's significantly improved overall quality rating

Even a prestigious healthcare leader needs a healthy balance sheet. The strategic combination of the Spherion® solution for non-clinical healthcare staffing, and the proven ability of Summa Health System, ensures that Summa finds and keeps the talent it needs to deliver award-winning healthcare at an affordable cost, year after year.

High-level decision makers at hospitals, medical centers and medical schools have been beating the bushes to find cost-effective and high-quality solutions to address the complex staffing demands placed on today's health institutions. For many, that solution has been outsourcing, which has swept like a wave across corporate America. The \$1.7 trillion healthcare sector—a longtime practitioner of outsourcing—has taken a leading role.

Client Profile

Summa Health System marked its milestone seventh consecutive year in *U.S. News World & Report's* 2004 "America's Best Hospitals" guide—ranking in a record six categories.

Of the more than 6,003 hospitals nationwide, only 203 top medical centers scored high enough to be recognized—and only those placing within the top 50 in each category even received a ranking.

Hospitals in the Akron, Ohio-based Summa Health System include 1,235 licensed beds; 4,500 full-time equivalents; more than 1,000 credentialed physicians; and 235 resident physicians.

The health system encompasses a network of hospitals, community health centers, SummaCare Health Plan, Summa Health Network and the Summa Foundation—providing a full continuum of treatment from home care to acute hospital care to acute rehabilitation, all featuring skilled nursing.

Business Problem

Summa needed to reduce staffing expenditures and all related expenses—including invoice-processing costs. Like so many other savvy organizations, Summa wanted its HR resources to focus their time and their talent upon core responsibilities rather than flexible staffing.

It was a tall order to fill: Summa required improved service and quality in all of its departments.

The Spherion Recruitment & Staffing Solution

The Spherion onsite solution provided single-point-of-accountability for Summa Health System, featuring a dedicated onsite management and service team.

Spherion committed to a first-year savings goal of \$100,000. Meanwhile, the Spherion solution standardized rates and provided single-source invoicing. Spherion was also able to streamline and standardize Summa Health System's hiring practices and processes.

Continued on back >>



In addition, as Summa Health System's fully committed partner, Spherion® invested in technologies for tracking, trending and quantification of results.

The advantages of dealing with a single staffing vendor are numerous and significant—including centralized billing, single point of contact, uniform quality, accountability and dealing with a key partner who understands the organization.

Spherion recruited and prescreened talent 24 hours a day by phone and by Internet, using innovative screening methodologies that streamline the applicant review process, identifying a larger pool of best-match candidates faster and more cost-effectively than any conventional means. Once candidates had been prescreened and selected for further assessment, Spherion quickly moved each one through onsite interviews and hard- and soft-skills testing.

In total, the extensive assessment process is a multi-step evaluation and job orientation, coupled with a meticulous background check. Through this phased and rigorous hiring process, Spherion was able to deliver skilled, motivated workers who stay longer, contribute more and drive higher patient satisfaction and loyalty.

Value Delivered

Working closely with Spherion's onsite team, Summa Health System was able to meet its cost reduction goal. Additionally, Summa Health System achieved its goal of HIPAA and JCAHO compliance through disciplined on-boarding practices.

Meanwhile, third-party assessment confirmed Summa Health System's significantly improved overall quality rating.

The Spherion workforce goals successfully addressed the critical-to-quality factors in non-clinical healthcare:

Competency - Workers possess the soft and hard skills needed to perform the job.

Compliance - Workers faithfully follow rules and procedures.

Compassion - The same workers have very strong empathy and human relations skills with the patient, family and loved ones.

Spherion Corporation has more than 20 years of staffing expertise in non-clinical healthcare. We will be sharing our methodology with you when you have a need for staffing—either for direct-hire placements or for your flexible workforce. The Spherion solution for non-clinical healthcare staffing—your organization's Rx for success.

To learn more about Spherion staffing and workforce management solutions, visit www.spherion.com.