



# *Empower* your facility with CareRev

Call on CareRev when you need  
**innovative staffing solutions.**

As a partner — not an agency —  
we empower facilities to create  
a workforce that responds to  
patient demand. Our app is  
here to help! Join us. Why?



Because **#TheFutureIsFlexibility.**

# Labor costs 60%



Labor represents 60% of hospital costs. You understand the pressure to reduce labor costs while maintaining high quality patient care. Learn how mobilizing local clinical professionals will help you do just that.

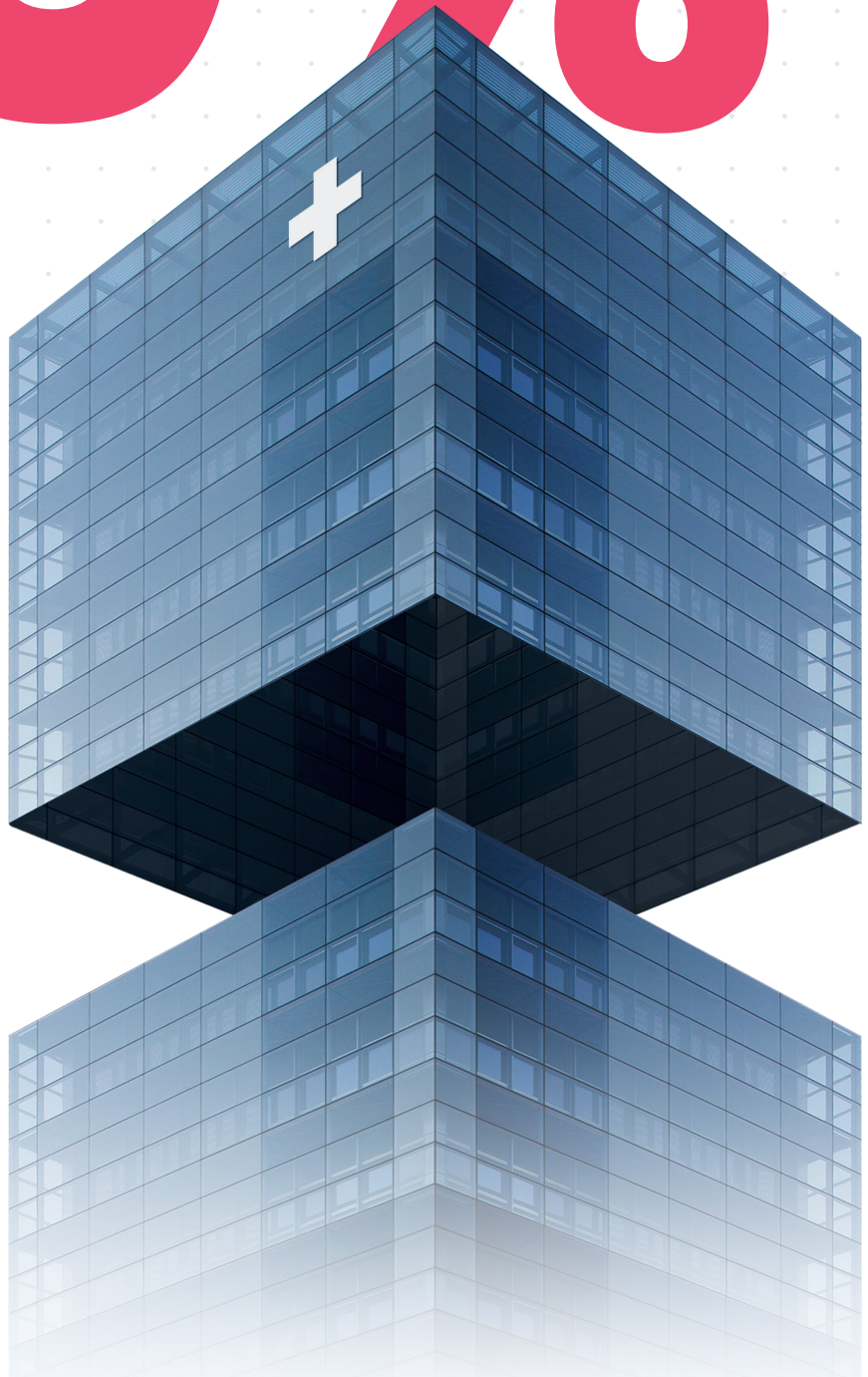
**#StartWithSustainability**

**#ResilienceMeansRetention**

**#WeAreCareRev**



**Shift the paradigm with us!**  
Scan the QR code to learn more now.



The average  
facility turned over

**83%**

of its nursing staff  
since 2016.

Still in need, you're looking for consistent, high-quality professionals to help meet patient demand. Learn how industry leaders are leveraging technology to source local talent today.

#WeAreCareRev • #StartWithSustainability • #TheTimIsTech



Boost your workforce with our Joint  
Commission-certified technology!  
Scan the QR code and read more now.





## Overcoming Nurse Turnover: How Untapped Local Talent Can Help Increase Retention in an Ever-Challenging Labor Market

How industry leaders are building healthier workforces while meeting patient demand

[Watch the webinar now](#)

### About this session:

Nurses today are struggling to see the light at the end of the tunnel. Between a workforce nearing retirement and increased levels of burnout, facilities need to act now before too many nurses succumb to the strain of the current healthcare system. By creating a local, per diem pipeline, healthcare facilities can help alleviate many of the issues that create burnout and shortages.

Key takeaways from the session will be:

- Understand the needs of modern nurses and how their deserved demands impact the labor market.
- Discover how to best support nursing professionals to circumvent high turnover and increase retention rates.
- Learn how technology-enabled workforce solutions have evolved the business of healthcare staffing.

### Speakers:

- Amanda Duke, Chief Growth Officer, CareRev
- Teri Lux, President, Froedtert Menomonee Falls Hospital; Chief Operating Officer, Froedtert Menomonee Falls and Froedtert West Bend Hospitals

### Fill out this form to get the webinar

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Last name\*

Work email\*

Job title\*

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[Get the webinar](#)



## Webinar: Strengthening Retention in a Challenging Labor Market

A dive deeper into the benefits of activating your local talent network

Watch the webinar now

### About this session:

## Leveraging efficient workforce strategies is crucial to dealing with today's nursing shortage.

Nurses today are struggling to see the light at the end of any existing tunnel. Between a workforce nearing retirement and increased levels of burnout, facilities need to act now before too many nurses succumb to the strain of the current healthcare system. By creating a local, per diem pipeline, healthcare facilities can help alleviate many of the issues that create burnout and shortages.

### Key takeaways from the discussion:

- Understand the needs of modern nurses and how their deserved demands impact the labor market.
- Discover how to best support nursing professionals to circumvent high turnover and increase retention rates
- Learn how technology-enabled workforce solutions plug in easily and have evolved the business of healthcare staffing

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Get the webinar



## Join CareRev at the 2022 HMA CNO Forum

October 26-28 in Chicago, IL

Meet our team and explore how technology is revolutionizing the healthcare staffing landscape

Meet with CareRev at the CNO Forum

### About CareRev:

## CareRev empowers healthcare systems to fortify their ROI.

Transform your staffing approach with untapped, local talent via a technology platform. Meet local, flexible healthcare professionals where they are and fill shifts based on real-time patient need to provide quality care faster.

With our technology platform solution, you will:

- easily post shifts any time, anywhere, on any internet-connected device
- empower your team to swiftly onboard professionals
- create sustainable labor savings year after year by reducing overall labor costs and decreasing dependency on travel contracts and bonus structures
- unlock access to the highest-quality, pre-vetted, local talent who want to work, and want the flexibility not offered by traditional staffing agencies or travel contracts
- activate a long-term solution to today's severe nursing shortage

We are committed to ensuring Joint Commission-certified quality while seamlessly connecting your facility to efficiency, flexibility, and opportunities for growth.

## Are you attending the HMA CNO Forum?

Fill out the form below to schedule a meeting with a member of our team during the event.

### Fill out the form to request a meeting with CareRev

First name\*

Last name\*

Work Email\*

Phone number\*

Job Title\*

Company name\*

Facility Type\*

Please Select

Postal code\*

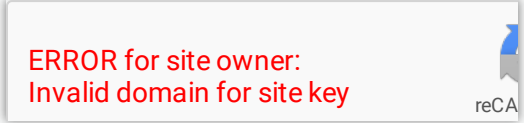
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Submit

## 1 Keep professionals local

Differentiate your facility by:

- decreasing friction
- gaining access to a surplus of local talent
- providing the flexibility modern clinical professionals want and need



## 2 Keep professionals in the workforce

Create more opportunities and drive retention by:

- gaining access to a growing talent pool expanding across regions and specialties
- onboarding professional cohorts who are working more shifts in less time
- helping modern professionals become more engaged thanks to flexibility and professional freedom



## 3 Unlock untapped local talent

Increase your facility's options with local healthcare professionals by:

- connecting with professionals who are underrepresented by traditional staffing agencies
- leveraging local professionals who understand and represent your patient population
- onboarding professionals who want to make a difference in their communities



## 4 Decrease staffing spend

Reduce your overall labor costs and enjoy fewer staffing shortages, less professional burnout, and increased safety. With CareRev as part of the staffing ecosystem, your facility can optimize its resources:

- employed staff for FT or PT shifts
- CareRev pros for on-demand shifts
- travel or agency professionals for complex specialties or hard-to-fill positions



*Activating*  
the CareRev  
Network Model





# Tackling Staffing Challenges:

## Retaining and Recruiting Modern Nurses

Staffing shortages weren't new during the pandemic, but COVID-19 certainly exacerbated the problem. An aging workforce, an increase in burnout, and a growing need for nurses put pressure on facilities, prompting the need for practical and innovative solutions.

Today's nurses want more empowerment in their work. They're struggling with burnout and turnover and worried about the continued impact of manual processes and inefficient operational and administrative burdens. The Bureau of Labor Statistics lists nurses as a profession expected to grow 9% in the next ten years, indicating a growth higher than the average job outlook. Yet nursing schools are not producing enough talent to keep up with demand due to a lack of instructors.

Unlocking overlooked talent and offering flexibility are the keys to retaining and recruiting, and CareRev is ready to open the door for your facility.



### How does CareRev address recruiting and retention challenges?

As a SaaS-based marketplace solution, we connect hospitals and health systems to local, fully vetted healthcare professionals.

Our healthcare facility partners count on us to:

- employ a Joint Commission-certified onboarding process
- leverage a talent pool curated to meet specific needs
- recruit via job boards, social media, data analysis-driven advertising campaigns, and referrals
- conduct interviews with multi-specialty RNs, not recruiters
- verify credentials, including licensure, criminal records, and global watch lists
- empower staffing managers with practical technology, allowing them to post open shifts from our intuitive platform



# Protecting Healthcare Excellence with Joint Commission Accreditation

Ensuring delivery of safe, quality patient care from  
professionals on our platform

## What does it mean that CareRev is Joint Commission-certified?

The Joint Commission leads the way as the nation's oldest and largest certifying body and has one of the most respected reputations in the healthcare industry. At CareRev, we take great pride in our onboarding process – one that vets talented local professionals and empowers them to work where and when they want. Our partnership with the Joint Commission means your facility leaders can confidently choose our SaaS-based platform for the finest recruiting and onboarding services.



## The benefits

- Boost your facility's reputation within your community
- Engage with local professionals who arrive ready to work top-of-license
- Strengthen your healthcare workforce with professionals on demand
- Drive your facility's focus toward solutions needed to meet the highest of standards in safety and expertise

## How does the CareRev vetting process work?

To be fully vetted with CareRev signifies professionals meet or exceed our standards by way of:

- a clinical interview conducted by a licensed, experienced RN with 3+ years of direct patient care
- confirmation of required immunization records and certifications (customized by position, by specialty)
- a background check (criminal records, Office of Inspector General, state, local, and more are reviewed)
- regulatory learning modules as required by facility
- orientation and precepting shifts as required by facility



## How will CareRev's Joint Commission accreditation impact your facility?

We count on our RN interviewers' demonstrated expertise and licensure in diverse healthcare settings to maintain our Joint Commission gold seal of approval. Their clinical judgment, assessment skills, and professionalism are all incredibly crucial to creating safe and positive clinical experiences for your facility as well as professionals on our platform.

Patient safety is a passionately reinforced priority here at CareRev. Define your facility's staffing future through our rigorous onboarding process.

**Transform your  
facility with CareRev**

<https://www.carerev.com/hospitals>



**CALL**  
(415) 223-9964



**TEXT**  
(415) 562-7238



**EMAIL**  
hello@carerev.com





**BECKER'S  
HEALTHCARE**  
PODCAST



PODCAST - OCTOBER 11

## **The CareRev Pro:** A Firsthand Account on Finding Freedom in Flexibility and What Hospitals Need to Know to Stay Staffed

with Susan Pasley,  
CareRev VP of Clinical Solutions





Modern  
Healthcare

# Join CareRev at Modern Healthcare's Transformation Summit

Learn about the latest innovations in  
healthcare technology and digital health





& WORLD REPORT  
**U.S. News**

WEBINAR

# Battling Burnout While Building the Health Workforce of the Future

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Tuesday, September 27th  
2-3pm EST







**BECKER'S  
HEALTHCARE**

WEBINAR

## Overcoming Nurse Turnover: Strengthening Retention in a Fast-Paced Labor Market

Watch now





# Meet the CareRev team at SHSMD 2022

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September 11th-14th • Booth 221





**BECKER'S  
HEALTHCARE**  
PODCAST



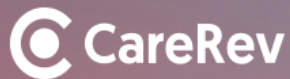
AUGUST 17

# Digitizing the Healthcare Workforce

with Amanda Duke,  
CareRev CGO







AHA 2022 LEADERSHIP SUMMIT • SUNRISE SESSION

# Creating a Resilient Nursing Workforce Model with Flexible Staffing

Monday, July 18th at 7:15am PT  
San Diego, CA

HFMA ANNUAL CONFERENCE 2022



Travel contracts  
draining your budget?

**Try a local talent network.**

June 27th

1:10pm-1:40pm MT

with CareRev CEO Will Patterson — Pikes Peak Stage HFMA Central



**BECKER'S  
HEALTHCARE**

WEBINAR

# How a Flexible Approach to Nurse Staffing Creates a Resilient Staffing Ecosystem



**Will Patterson**  
CEO, CareRev



**Mark Smith**  
VP of Workforce Strategy  
& Analytics, Providence





Scale your  
workforce with  
**best-in-class**  
**technology**



*Thank you*  
for learning with us.