



Streamlining the Staffing Process Towne Nursing Staff, Inc.

THE SITUATION

Towne Nursing Staff, Inc. has provided healthcare staffing solutions in New York, New Jersey and Connecticut since 1991. The growing business offers live healthcare support to clients and employment opportunities to staff 24/7/365.

The ability to respond quickly is essential in the staffing industry. Even more so when healthcare facilities and homecare clients depend on you. The staffing coordinators at Towne Nursing are pros at maintaining staff schedules. But when the unplanned happens, it's up to them to find fast solutions. And in the healthcare staffing industry, the unplanned happens every day. Employees call in sick, facilities experience a surge, new homecare clients need help—all require immediate action.

Calling individuals to fill urgent staffing needs takes a tremendous amount of time. Phone lines are often busy; calls go unanswered or are picked up by answering machines. Manual calling lists are cumbersome and require constant rotation to ensure everyone an equal chance to respond to employment opportunities.

THE SOLUTION

In 2005, Towne Nursing turned to One Call Now to help them tackle the daily challenge of staff scheduling. With One Call Now, staffing coordinators quickly send messages to their pool of nurses to notify them of available shifts. Contact lists for each client help coordinators quickly fill shift voids, respond to special needs and serve new clients.

THE RESULT

One Call Now has helped Towne Nursing streamline operations to save time, reduce costs and ensure staffing meets the needs of their clients. One Call Now sends voice and text messages via land lines, cell phones, email and social media. Messages are immediately sent to everyone across all communication mediums. Multiple contact points for each contact name dramatically increase the ability to instantly connect with staff. Special features allow messages to be delivered in a predetermined order to accommodate shift or facility preferences. Messages can be automatically stopped when a predetermined number of recipients respond. Towne Nursing also depends on One Call Now to send reminders and announcements to staff.

Towne Nursing Staff, Inc. and other staffing businesses use One Call Now to save time and deliver highly-dependable service.

CONTACT US TO LEARN MORE!

877.698.3262 | onecallnow.com

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“Most of the time we use One Call Now to send a message for an immediate shift opening, but it’s great for getting out other announcements and reminders also, such as time changes”

*JESSICA KLUYOV, DIRECTOR OF OPERATIONS
AT TOWNE NURSING STAFF, INC.*

PROBLEM

It was cumbersome and time-consuming to make individual calls to fill a shift opening

PAYBACK

*Increased efficiency
More timely response to openings*

TOOLS UTILIZED

Phone messaging, quota calling, sequence dialing

GEOGRAPHY

New York, New Jersey, Connecticut

REPLACED

Individual phone calls

