

# CHILDREN'S MERCY HOSPITAL

## Stories Inc. Case Study



For more than 120 years, Children's Mercy Hospital (CM) in Kansas City, Missouri has been creating a world of well-being for children and their families. The CM talent acquisition team fills positions for critical clinical staff, but is also focused on hiring for roles in areas like environmental services and staffing the new Children's Mercy Research Institute. They knew incredible employee stories existed throughout the hospital and wanted to uncover them to show their culture of love and care to potential candidates.

### Prioritizing content for high volume and niche hiring areas

CM identified four high-priority hiring needs and Stories Inc. hit the ground running to plan two on-site interview days to uncover stories from nurses, care assistants, research staff, and environmental services team members. While most of these roles represented high volume positions, research staff is more niche and crucial to the success of Children's Mercy Research Institute.

Our objective was to show how every team member, no matter what their role, connected their work to the mission of transforming the health, well-being, and potential of children.

We interviewed 10 CM team members across the four hiring areas, learning how their personal interaction with patients and families has made a difference to children's health in the Kansas City area. While we weren't able to film staff interacting with patients, the CM marketing team shared broll footage they had of approved patient interactions that we were able to easily incorporate into our content.

#### CM's Priority Hiring Needs

- Nurses
- Care Assistants
- Research Staff
- Environmental Services Team Members

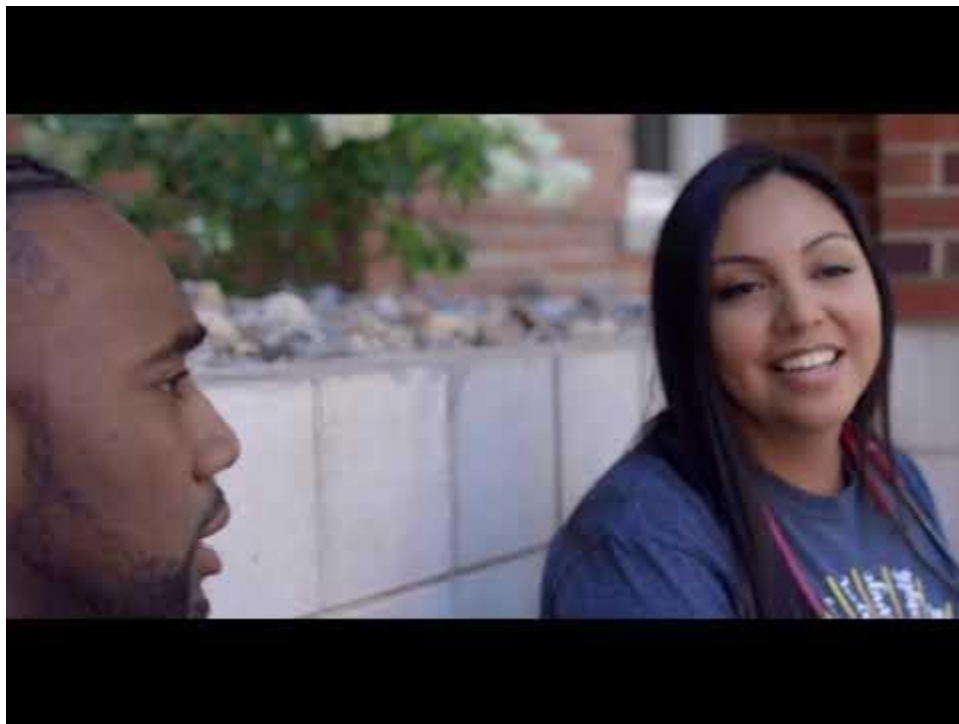
## LOVE WILL in action

Children's Mercy believes that LOVE WILL create a healthier world for kids and when you walk into CM's main campus building, everything from the smiles of their staff to the bright, whimsical artwork tells you this is no ordinary hospital.

CM wanted a video for their careers site home page that shared not only their employee culture, but also the care they provide to their patients and families. In their overview video, we incorporated stories of patient care, professional development, and teamwork.



"From a research perspective, I think *love will* find the answers. And as far as seeing love in action here at Children's Mercy, I see it every time I walk our halls."



## Shattering myths and showcasing innovation



It was important for CM to highlight employees on their environmental services team, which includes housekeeping and facilities. These team members can often be overlooked, but their work in keeping the hospital clean and safe is vital to the success of Children's Mercy.

*"For anybody who's working in Housekeeping they've got to know your job title doesn't define who you are. Your work speaks value."*

We also interviewed research team members to learn about the new Children's Mercy Research Institute and what they're doing to help find answers to problems affecting children's health. One storyteller demonstrated an augmented reality prototype he created that is now being used by radiologists to help treat patients. So cool!



## How Children's Mercy is Using Content to Drive Recruiting Efforts

We heard powerful and moving stories from all of our CM storytellers. We created five videos and a substantial photo library that CM can now use to connect with candidates across all stages of their job search.

In addition to sharing the videos through social media and showcasing the overview video on their careers site, CM has also embedded links to the four hiring area videos on relevant job postings. For example, nursing job descriptions now start with a call to action, not to apply, but to watch a video to hear the experiences of their nursing staff. In less than a month of releasing videos on their job descriptions and on social, CM has seen more than 2,100 views across all their content.



**"It's basically the love we have for our jobs. The love we have for our patients. The love we have for our families. It's really what drives us here at Children's Mercy. I feel like everybody knows that love will make this place amazing."**

We couldn't say it any better ourselves.

### Interested in learning more? Reach out to:

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