



# OCHSNER HEALTH

## Stories Inc. Case Study



Physicians and nurses are on the frontlines of lifesaving clinical care, every single day. At Ochsner Health, Louisiana's largest non-profit, academic, healthcare system, clinicians are essential. The Ochsner Talent Acquisition team came to Stories Inc. to create content that would resonate with their job-seeking audience and drive applications for critical nurse and physician roles.

### Nurses

Ochsner had a large hiring need for nurses, with a high volume of open positions. Since nursing is a competitive job market, the goal was to highlight how being a nurse at Ochsner is unique and special, so nurses around the country would be drawn to the opportunity. At Ochsner, there was lots to showcase, including state-of-the-art technology, a rich history, and Magnet Recognition.

Ochsner engaged Stories Inc. to uncover stories to create eleven videos of nurses and a refreshed photo library. We held an interview day in the Jefferson, LA main campus hospital, directly outside of New Orleans. Some nurses traveled in from other Ochsner locations, so that we were able to represent perspectives from multiple locations within the health system.



## Connecting Passion with Purpose

We interviewed and photographed ten nurses across different specialities, and captured stories of patient impact, support from leaders, professional development, and family pride (and, we shed a few tears).

Through the editing process, we further fine-tuned the videos to showcase the compassion and emotion of the nurses. We recorded every nurse saying the tagline, “At Ochsner Health System, we connect our passion to our purpose,” which we included at the end of the videos.



We love this story below from nurse Fallyn Chuter, RN, which brings to life the notion of professional development and growth:



“I am on the Wound Care team. Right now I’m working on the Wound Care certification and Ochsner paid for me to take the course and then they’ll pay for me to take the test as well.

My goal was to go to Med-Surg for six months to a year and get my experience and I just fell in love with it and I’ve been there ever since. I am Med-Surge certified. Ochsner paid for me to take the test and then after you take the test you get a bonus for passing.”

## Physicians



For physicians, there was a strong desire to create content that could be shared across the candidate lifecycle, especially to build awareness and drive consideration to open opportunities. A month after our nurse interview day, we conducted an interview and photo day for Ochsner's physicians. We split the day between the Jefferson, LA main campus and the Baton Rouge campus, uncovering stories from eight physicians, including Ochsner Health's Chief Medical Officer. We interviewed physicians across primary care, ENT, oncology, transplant, and pulmonary.

We touched on themes including professional development, technology, diversity, and teamwork. Our eight videos included stories of a physician who sprang into action at a local high school football game, the environment for women leaders, and a sense of calling to do the right thing for the patient.





Ochsner Health is integral in the community it serves, with multiple hospitals, clinics and medical centers. This story from Timothy Riddell, M.D., brings that concept to life:



"I'm standing at the sidelines of all the football games, and a coach on the team had a stroke right there on the sidelines. Because I have this big network of hospitals, of rehab facilities, of other doctors, he was able to get all that care through us from the moment he fell down on the sidelines all the way through.

The end result of that was an outpouring of support from the community. And it helps you see this is what Ochsner does in the community."

## How Ochsner Health is using its new content

The Ochsner TA team is using the evergreen photo and video content in multiple channels, including their careers site, and on social media, such as the Careers at Ochsner Health Facebook page and YouTube.

It was an honor to partner with Ochsner Health System as they showcased their unique culture, in order to attract and engage more nurse and physician candidates. Every day, Ochsner nurses and physicians embody Ochsner's mission of "We Serve, Heal, Lead, Educate and Innovate."

## Interested in learning more? Reach out to:

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