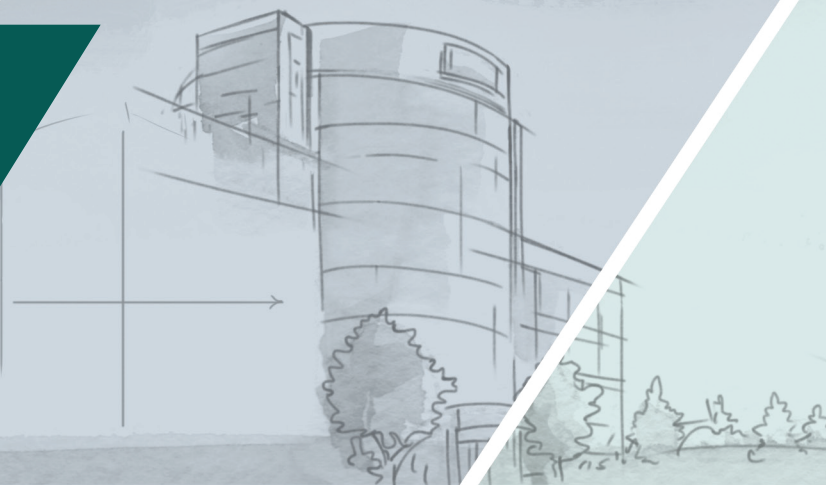


## CASE STUDY

# Rural Regional Healthcare System Case Study



An accredited Regional Healthcare System in Arizona experienced a mass exodus of Emergency Department physicians. The healthcare system provides comprehensive inpatient/outpatient emergency, surgical, and multi-specialty healthcare to a 6,000 square mile area and services to a unique, culturally diverse community. The healthcare system is continuously challenged to meet a growing population's medical needs and keep pace with medical expertise and technology advances in an isolated, rural community. This sudden development within the physician system left them suddenly unequipped to handle medical emergencies.

This healthcare organization came to VISTA in need of an affordable staffing solution until they could fully rebuild their Emergency Department team. With an emphasis on the continuity of care and patient satisfaction, VISTA implemented a solution by onboarding a new Chief and Deputy Chief of EMS and 42 physicians within 90 days, despite a rapidly changing situation brought on by the onset of the COVID-19 pandemic. Using the comprehensive technology of VISTA Select, the VISTA team put program management in place to contain costs while optimizing the healthcare systems workforce. The client's expectations were far exceeded, and the community had quality healthcare at a critical time.

Since 1990, VISTA Staffing Solutions has partnered

with healthcare systems, medical practices, and government agencies throughout the United States to optimize their clinician and advanced practice staffing. By ensuring quality continuity of care for patients, supporting financial stability, and investing in staffing, technology, and partnerships, VISTA is in the business of improving patients' lives by meeting healthcare demand. In a 21-year partnership with the Regional Healthcare System, VISTA has supplied over 11,000 hours of Emergency Medicine services.

## Crucial Concerns

Twenty-four Emergency Department staff members resigned simultaneously from the Rural Regional Healthcare System. As a result, the ED system was left with only one remaining advanced practice clinician employed by the department. To remedy the situation, they posted a bid for managed care services to several well-known contingent staffing providers. The goal was to find a single source company that could provide full clinical and back-office support to the Emergency Clinical Department until they could rebuild their team.

The pricing that the system received on initial proposals was unsatisfactory, mainly due to budget constraints. This greatly hindered their ability to make a decision during the first round of the selection process. It was also difficult to recruit physicians to travel to these remote areas for work due to limited housing opportunities in the area.

## THE RURAL REGIONAL HEALTHCARE'S OBJECTIVES INCLUDED:

- 1** Securing a single-source vendor capable of managing clinical, scheduling, and support services for the Emergency Department.
- 2** Identifying a technically proficient vendor able to provide required services under existing budgetary constraints of the Emergency Department.
- 3** Ensuring that the contracted vendor was familiar with and had experience working in a unique rural community setting.



The Rural Regional Healthcare System was interested in recruiting and retaining quality clinicians, providing continuity of care for the patients, comprehensive risk management collaboration while meeting cost containment goals. Hospital administration expected recruitment and hiring to take at least two years to return to full staff in the Emergency Department.

## The Solution

The Rural Regional Healthcare System partnered with VISTA for recruitment, staffing, scheduling, and program management of contract emergency medical services. Given the remote, rural locale and patient population, plus the requirements for clinician qualifications, recruitment efforts had to be completely customized for this client.

With over 20 years of experience collaborating with the Rural Regional Healthcare System, VISTA already had a deep understanding of the healthcare system's provider staffing needs. A dedicated team focused specifically on the client's Emergency Medicine needs, including credentialing/privileging specialists, recruiters for Emergency Medicine and Advanced Practice providers, scheduling coordinators, travel coordinators, and a billing specialist. They sourced, credentialed, and scheduled a robust EM float pool.

VISTA created a customized program management plan to pull multiple clinical and administrative departments together. This technology offers customized communication, a single point of contact for credentialing, reassignment strategies for overall cost containment, ongoing rate assessments, and data to drive understanding, decisions, and revenue.

## The Process

VISTA provided Search services, clinician sourcing, and immediate placement to the Rural Regional Healthcare System. The team created a clinician pool for all service lines and locations as well as offered scheduling flexibility, credentialing and payor enrollment, reassignment strategies, and a single point of contact.

To meet the client's demands, VISTA scheduled weekly collaborative meetings with HR, the Medical Staff Office, and Senior Administration for the hospital. Breakout teams were assigned to managing specific tasks within the implementation plan.

During these meetings, the breakout teams evaluated existing credentialing processes, schedule management, quality assurance, and cost containment. Workflows within these processes were updated to improve the efficiency of delivery.

## The Results

Particularly in the context of the global pandemic, the client's expectations were far exceeded. VISTA put a new Chief and Deputy Chief in place to run clinical operations, and both were ultimately hired in their roles as permanent staff. Forty-two clinicians were onboarded within 90 days, while the hospital hired nine contract ER physicians directly. Direct-hire Emergency Department staff returned to full pool within less than nine months of the contract execution date, rather than two years as expected.

The solution resulted in quality patient care for a community in need during an unprecedented pandemic.

VISTA continues to work with the Rural Regional Healthcare System and has expanded Managed Service Provider (MSP) programs to other

**1 Hospitalists and Inpatient Services**

**2 Psychiatry/Mental Health Services**

**3 Obstetrics**

## VISTA SELECT'S TECHNOLOGY PROVIDES THE RURAL REGIONAL HEALTHCARE GROUP WITH:

- > Full-time staff resources on-site
- > Credentials management
- > Account management
- > Centralized contracting
- > Consolidated invoicing
- > Reporting capabilities
- > Business reviews
- > Direct candidate access
- > Recruitment marketing capabilities
- > Market data and analytics
- > Fill rate Service Level Agreements
- > A trusted partnership

departments, including:

In partnering with VISTA, the Rural Regional Healthcare System was able to not only exceed their goals of staffing the Emergency Department with qualified, dedicated clinicians, but they also reduced their dependency on contingent labor, provided cost savings, and secured management for additional departments whose processes needed to be updated.

# VISTA Provides Customized Solutions for Healthcare Systems and Communities

With over 30 years of experience providing award-winning customer service, VISTA partners with health systems, hospitals, medical practices, and government agencies to optimize contingent clinician staffing and maintain financial stability while ensuring quality continuity of care for patients. United in improving healthcare by meeting demand, VISTA is known for its team of outstanding people that build partnerships that drive results.



## Ready to Get Started?

Contact VISTA today to begin reviewing on our innovative suite of services.

If you are ready to streamline your processes, contain your costs and improve the overall performance of your organization reach out to our team of VISTA experts today to engage a true partner in workforce optimization!



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