

CASE STUDY: PITT COUNTY MEMORIAL HOSPITAL

Integrated Solution

Challenge

Pitt County Memorial Hospital (PCMH), one of four academic medical centers in North Carolina, is the flagship hospital for University Health Systems of Eastern Carolina and serves as the teaching hospital for the Brody School of Medicine at East Carolina University. Pitt Memorial is a regional resource for all levels of health services and information. The hospital provides acute, intermediate, rehabilitation and outpatient health services to more than 1.3 million people in 29 counties.

Throughout PCMH, there are many stories to be told: stories of nursing professionals who go above and beyond their normal shift; stories of a healthcare system that's gaining recognition and treating people right; stories of a family of professionals working together and building exceptional careers.

The challenge for TMP was to uncover these stories and use them to position PCMH as a strong employer in the market where employees can really make a difference. And for TMP to continually build on a long standing partnership built on multiple layers of providing successful recruitment solutions for PCMH.

Solution

TMP began with understanding and learning what the internal realities of the organization were – directly from the employee through multiple focus groups. With the information gathered, we were able to develop a creative campaign that reflected the personalities of the employees and allowed candidates to understand what type of career they could anticipate at PCMH. Additionally, by personalizing the creative and prominently using employee's first names in the creative executions, we complimented what PCMH's marketing department was doing for their campaign and added that human and personal touch.

TMP Worldwide worked with PCMH to develop a strategic and integrated recruitment campaign embracing "best practices" in recruitment. TMP incorporated the new employment brand into effective solutions to support all PCMH recruiting initiatives. Creative executions used in the campaign included an information-rich, user-friendly career website; a consistent relationship marketing program to build a robust and unique database of interested healthcare professionals; an event marketing program; and an effective traffic driving strategy that captured data for future programs and communications. We also successfully developed onboarding tools such as onboarding CDs, a transfer site that allows employees to find and explore career opportunities throughout the organization, and an alumni site to keep rehire eligible employees engaged with PCMH.

Tactics

Below is a full list of the creative executions TMP developed for PCMH:

- Print Ads
- Career Site for both PCMH and East Carolina Heart Institute (ECHI)
- Web Banner
- Recruiter PowerPoint Template
- Digicard
- Employee Referral Program – Nursing Website, Physician Website, Email Campaign
- Alumni Website; Card
- Event Postcard
- Realtor Collateral
- Display Booth & Panels
- Relationship Marketing Website
- Email Landing Pages & Email Blast
- Sweepstakes Promotion
- Screensaver for Tradeshow
- Transfer Site

Creative Samples

Print Ads

WHY ARE WE A REGIONAL HEALTHCARE LEADER? NURSES LIKE SUSAN.

Every day Susan's able to focus on caring for patients at the bedside, and at the same time grow her career at Pitt County Memorial Hospital. Nurses like Susan are part of our leadership and have made us the region's healthcare leader.



- Exceptional Greenville, NC location
- Magnet certification and clinical ladders
- Flexible shift and schedule options
- Ongoing expansion across our system
- Training and education at every level

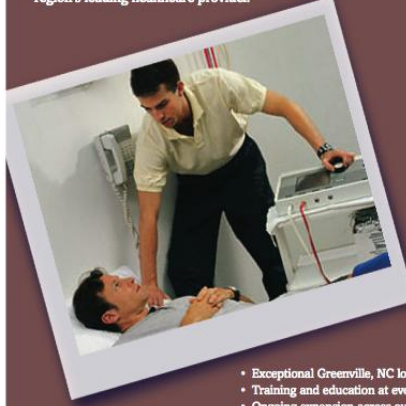
Get the full story of our Nursing family at:
www.pcmhcareers.com

UNIVERSITY HEALTH SYSTEMS
Pitt County Memorial Hospital

We are diverse talents brought together by a common dedication. EOE.

WHY DO WE HAVE SUCH A SOLID COMMITMENT TO TECHNOLOGY? THERAPISTS LIKE MIKE.

Mike has a unique opportunity at Pitt County Memorial Hospital. He's leading a team of therapists to institute new practice methodologies and improve our quality of care. Teams like his are the reason we're the region's leading healthcare provider.



- Exceptional Greenville, NC location
- Training and education at every level
- Ongoing expansion across our system
- Flexible shift and schedule options

Get the full story of our Nursing family at:
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UNIVERSITY HEALTH SYSTEMS
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PCMH Career Website



UNIVERSITY HEALTH SYSTEMS
Pitt County Memorial Hospital

- About Us
- Nursing at PCMH
- Allied Health
- Location
- Benefits
- Profiles
- Accolades
- Events
- Job Search

WHY ARE WE A REGIONAL HEALTHCARE LEADER? NURSES LIKE SUSAN.

Susan's story begins with a commitment to patient care that's only matched by our commitment to her career. She's involved in leadership, she's earning specialty certification, she's working the schedule that she wants and she's doing it all as part of the largest, most advanced healthcare family in the region.

Every day, nurses like Susan walk through the doors of Pitt County Memorial Hospital and find that they have the ability to help patients and co-workers, and build the career that they want. What kind of career will you build here? [Hear more stories from our healthcare family.](#)

+ PROFILES: [See Mark](#) [See Alice](#)



Video Link
Find out firsthand what a difference working at Pitt County Memorial Hospital can make in your healthcare career.

Earning Recognition
Pitt County Memorial Hospital is proud to be recognized by *Working Mother* magazine for the third time as A Best Company for Working Mothers. As well, we've been named to the nation's Most Wired Hospitals list, as leaders in Information Technology. [Learn More >](#)

Quick Links
[Bates Memorial Chowan Hospital](#)
[Duplin General Hospital](#)
[Heritage Hospital](#)
[Outer Banks Hospital](#)
[Roanoke-Chowan Hospital](#)

Allied Health Family
While serving patient populations ranging from pediatric to older adult, you will work alongside students, residents and seasoned professionals in an environment that gives you a chance to learn every day. [Learn More >](#)

Nursing Family
Our nursing environment allows you to apply your skills in a setting where your experience and expertise are respected and valued. You'll also find that your time away from work is just as important to us. [Learn More >](#)

About Greenville, NC
An ideal town for families, Greenville is located in the heart of North Carolina's coastal plain. [Learn More >](#)

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Online Banner & Recruiter PowerPoint

WE'RE A HEALTHCARE LEADER FOR MANY REASONS. ONE IS A NURSE NAMED STEVE.



JOIN OUR NURSING FAMILY



UNIVERSITY HEALTH SYSTEMS
Pitt County Memorial Hospital

PITT COUNTY MEMORIAL HOSPITAL



WE TAKE A UNIQUE APPROACH TO HEALTHCARE CAREERS.

IT'S A LITTLE SOMETHING CALLED FAMILY.




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 THE DIGITAL BRAND AUTHORITY

Interactive CD Digicard

Advanced procedures.
A caring, family-like environment. Renowned staff members.
Groundbreaking research. Opportunity.

Our employees are the ones who make PCMH such an extraordinary place.
Are you ready to be a member of this great family?

"I ENJOY PROVIDING EXCELLENT CARE TO PATIENTS... AND WORKING AT THIS HOSPITAL HAS BEEN CHALLENGING AND REWARDING."
LESLEY KOWALCHUK, STAFF NURSE I

pcmhcareers.com 800.342.5155



Event Postcard

SOME DAYS YOU NEED A LITTLE CHICKEN SOUP FOR THE NURSE'S SOUL. SOME DAYS YOU NEED A LOT.

CHICKEN SOUP FOR THE NURSE'S SOUL RECEPTION

PCMH is inviting you to bring an RN or recent RN graduate to an inspiring presentation by LeAnn Thieman, the author of *Chicken Soup for the Nurse's Soul*. You'll both hear a great presentation, and your nursing friend will hear about career opportunities throughout PCMH.

At the event, you'll receive a free copy of the book and be entered into a drawing to win a \$50 gas card. Since this is an exclusive event, you must pre-register and plan to bring another RN who has not already accepted a job offer or is not already working at PCMH.

Visit www.pcmhevents.com to pre-register you and your nursing friend.

UNIVERSITY HEALTH SYSTEMS
Pitt County Memorial Hospital

Alumni Website



[Alumni Home](#)
[What's Happening](#)
[Meet Rehires](#)
[Events](#)
[Search Jobs](#)

WHO'S STILL AT PCMH? A FEW THOUSAND FAMILY MEMBERS LIKE SUSAN.

Welcome PCMH Alumni. We created this site as a place for you to reconnect with previous PCMH employees, hear current news, learn about events and even search current openings. Enjoy your stay. And if you'd like, come back to the family.



WHAT'S HAPPENING AT PCMH

A lot has changed since you've left. Find out about awards we've won, our Magnet status, news we're making and our featured employees. [more>](#)

MEET REHIRES

Hear the stories of former PCMH employees who've come back. Maybe we'll put your story up here someday? [more>](#)

EVENTS

What's happening on campus? Get the latest. [more>](#)

SEARCH JOBS

Thinking about coming back? Search all of our current openings.

SEARCH JOBS NOW

Relationship Marketing Website



WHY IS OUR STAFF A MODEL FOR HOSPITALS ACROSS THE NATION? BECAUSE OF NURSES LIKE BARBARA.

Barbara is one of the many nurses here at PCMH who help create a healing and nurturing, family-like environment – one where nursing caregivers thrive and excel in delivering exceptional care. This is why we work so hard to promote a culture that supports professional practice and helps build careers.

Patients come to us from a broad cross-section of environments and cultures – we see everyone from migrant workers to microbiologists. Our patients also present a wide range of medical challenges and offer our health professionals opportunities to make a real difference in real lives on a daily basis. Treatment in most areas is based on a care-management model.

As a health professional at PCMH, you'll enjoy the challenges, rewards, and opportunities that accompany a career at a major academic medical center and in a regional health system. And you'll be part of a collaborative, family-like atmosphere that includes a full complement of highly skilled health professionals.

Like what you hear? [Search for positions and submit your application.](#)

Search [Go](#)

About Us

Nursing at PCMH

- Specialties
- HRSA Grant
- Experienced
- Students
- Recognition
- Shared Governance

Allied Health

Location

Benefits

Profiles

Accolades

Events

Job Search

Featured Positions

Staff Nurse:
Choose from various shifts and some positions may earn a sign on bonus.

Apply Now

Naggie: RN
"Nursing was a calling. My priest asked me to really think about what I wanted to do with my life. Nursing was it."

Tell Me More
If you'd like to keep updated on the latest happenings at PCMH and get our hottest job opportunities, fill out the fields below.

Experienced RN

Experienced RN

Student Nursing

Canadian Nursing

Allied Health

*The information you submit will only be used by the PCMH Human Resources Department and will not be sold or forwarded to any other organizations. We look forward to hearing from you.

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Results

PCMH has utilized TMP's Campaign Management for the past five years. Campaign Management is a comprehensive tool that allows PCMH to track the performance and efficiency of all digital media placements from a candidate's first impression, to their final "Click to Submit." PCMH also utilized Campaign Management to track offline media and other recruitment strategies as needed.

Since launching the new creative campaign for PCMH, we have continually demonstrated a greater return on investment, while diversifying spend and creating a greater visibility in the digital space. PCMH has seen a significant decrease in cost-per-application, going from a CPA of \$96.42 in early 2007 to a CPA of only \$25.02 at the end of 2009.

In addition to significantly decreasing the CPA, our long standing relationship marketing has provided PCMH with a database of over 7,000 individuals who have expressed interest in PCMH. PCMH has built a relationship with these passive candidates over the years and has the ability to communicate "hot jobs," hospital happenings and employee photos and stories, as well as generate referrals for hard-to-fill careers.

As a result of the creative and relationship marketing campaigns, qualified candidates are looking to PCMH for their careers more than ever before.

Overall, PCMH has utilized a highly effective recruitment strategy and advertising plan that has increased brand awareness on a national and local level, while continuing to improve upon their return on investment.