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**HEALTH WORKFORCE SOLUTIONS LLC LAUNCHES 2008
RN LABOR MARKET PULSE**

Comprehensive new examination of the local RN workforce; Kaiser facilities, UCSF and Santa Clara Medical Center identified as top three RN employers of choice

June 16, 2008 – San Francisco, CA - In response to demands for local RN workforce data that provides actionable information, Health Workforce Solutions LLC (HWS) launches the 2008 Bay Area RN Labor Market Pulse, a first-of-its kind, centralized and local workforce planning tool. This robust, new 120+ page report is now available for purchase and download at www.labormarketpulse.com.

Going beyond traditional academic studies, national best practices reports, and regional and state data aggregations, the 2008 Bay Area RN Labor Market Pulse delves deeper into the local labor market and sub-labor markets on which crucial recruitment, hiring and planning decisions are made.

“We’ve known for a while that there was a real need for comprehensive health workforce data and information at the local market level,” said David Cherner, Managing Partner of HWS, a leading advisory and research firm focused on workforce issues in health care. “We expect this new series to help employers become more efficient, by having the most current market-based information on which to do accurate planning and development, particularly at a time of great projected workforce shortages across the health care spectrum.”

As part of this inaugural report, HWS surveyed local nursing students, novice and experienced nurses across the Bay Area. Among the findings:

- Kaiser Permanente facilities, UCSF Medical Center and Mills-Peninsula Health Services (part of Sutter Health) were identified as employers of choice for surveyed *RN students*

- Kaiser Permanente facilities, UCSF Medical Center, and Santa Clara Valley Medical Center were identified as the top three employers of choice for surveyed *experienced RNs*
- When seeking employment, student nurses highly value a new graduate program and primarily look for a facility where they can gain experience and confidence as a nurse while improving their skill sets
- Surveyed *novice nurses* primarily select facilities based on the type of position available and specialty area of focus
- *Experienced nurses* named salary and benefits as primary factors when choosing a place of employment
- Poor compensation and benefits, lack of support from leadership and management and a lack of career development opportunities are the key drivers of turnover among surveyed *experienced nurses*

“We believe this is a necessary tool for all nursing, patient care services, and human resources departments, as well as educational institutions, staffing companies, and any other employer, funder or vendor serving these constituencies in the San Francisco Bay Area,” said Rebecca Hargreaves, lead researcher for this report and Senior Consultant at HWS.

Other features of the report, offered both online and via printable PDF include:

- An easy-to-use interface that enables quick, drag-and-drop export of graphics and tables into internal web sites, presentations and other media (full data packages are also available)
- Mission-critical analysis and commentary on current labor market trends, including local supply and demand, never-before-compiled local benchmarking indices, and survey data
- Links to all pertinent local workforce labor market data and relevant reports in one easily accessible place for effective workforce planning and benchmarking

This report is available at labormarketpulse.com for a base price of \$3,800 with discounts available for smaller not-for-profit entities and educational institutions. Five additional markets will be rolled out later this year as well as four other Bay Area-specific reports on additional segments of the local health care workforce.

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About Health Workforce Solutions LLC (HWS)

Health Workforce Solutions LLC (HWS) is a research-based strategic consulting and management firm focused on workforce issues in health care. Founded in 2001, the clients of HWS include hospitals and health systems, health plans, professional practice groups and associations, educational and training institutions, foundations and government agencies.

HWS assists its clients in understanding the unique challenges of their workforce environment, in creating strategies to address these challenges, and in developing management and leadership skills to ensure the successful execution and continuous improvement of these strategies. This programmatic philosophy stems from HWS' fundamental belief that health care employers will face two enormous challenges in the next two decades: having enough workers to continue to operate, and ensuring that the workers that they attract have the talent to remake service lines to meet expectations of cost, quality, safety and access. For more information, visit www.healthws.com.