

NURSING



CASE STUDY

050711-015



In just 1 month,
89% of the new hires were referred
by newly hired employees.

INDUSTRY Nursing.

OBJECTIVE Increase nursing staff.

TIME FRAME 90 days.

OFFER For referring a nurse to sign on, new hires were offered a fabulous 3-day/2-night Destination Advantage™ vacation.

RESULTS In just one month, 89% of the new hires were referred by recently hired employees. This vacation incentive program has become a *Best Practices* for all of the hospital's 46 facilities.

NEXT ACTION Plan another successful promotion using Motivation Advantage vacation incentives.