TotalRewards Software

Vail Health Cures Recruiting Challenges With Enhanced Job Offers

How a leading healthcare provider gave candidates a clear view of their total comp packages with TotalRewards Software.

Vail Health leveraged CandidateRewards from TotalRewards Software (TRS) to improve its recruitment strategy transitioning from contractor-based staffing which was heavier than desired to a sustainable core team amidst industry constraints and aggressive competition.

CandidateRewards
powered by TotalRewards Software

Vail Health, a prominent healthcare provider in Vail, Colorado — a region famous for its seasonal tourism — faced significant staffing challenges. The organization sought to transition from a model overly dependent on seasonal contractors to one supported by a stable, year-round workforce.

Recognizing the high cost of living in the area and the need to offer competitive compensation packages, **Vail Health implemented TRS, specifically its CandidateRewards platform, to showcase the comprehensive benefits and award-winning culture of working at Vail Health.**

The Challenge

The need for consistent staff to enhance team culture and support exceptional patient care drove Vail Health to seek change. Previously, the reliance on contractors led to operational inconsistencies and inflated costs during peak seasons. Moreover, the high cost of living in Vail created a dual challenge: non-competitive salaries with other regions made it hard to attract permanent staff, and potential hires were often hesitant to relocate without substantial compensation packages.

Recruitment technology inefficiencies were another significant hurdle. Vail Health's earlier system lacked a cohesive method to present the full spectrum of benefits and total compensation, leading to a communication gap with prospective employees. Many were unaware of the full scope and value of Vail Health's offerings, including housing assistance, wellbeing credit, student loan reimbursement, tuition assistance, childcare assistance, paid parental leave, and professional development opportunities. This lack of awareness hindered the recruitment process, caused unnecessary negotiation cycles, and prolonged hiring dates.

Outcomes

To address these challenges, Vail Health implemented a customized version of CandidateRewards designed to address their specific recruiting needs. The platform enabled a clear visualization of total compensation packages by position type. This was particularly important in Vail, where demonstrating the unique value beyond salary could significantly impact recruitment decisions.

The collaborative setup process with the TRS team was a key factor in the solution's smooth integration. Vail Health appreciated the advisement and expertise the TotalRewards's team offered as they were deciding how to configure the platform. The partnership allowed for easy customization and regular updates, ensuring the platform continuously meets Vail Health's needs.

Results

The deployment of CandidateRewards led to notable improvements across several areas:

Reduced Reliance on Contract Labor
By presenting a comprehensive rewards package during the offer phase, Vail Health significantly reduced its dependence on travel nurses, cutting down the numbers from around 80 to just 25 within a year. The Talent Acquisition team at Vail Health has also converted 23 of the 80 to core staff. This reduction decreased the costs associated with contract labor and facilitated the conversion of these travel nurses to full-time core staff positions, stabilizing the workforce.

Improved Recruitment and Retention Rates
With clearer communication of total compensation, Vail Health saw shorter hiring timelines and higher acceptance rates for job offers. Prospective employees gained a better understanding of what Vail Health offered, leading to more efficient recruiting processes. Importantly, the CandidateRewards platform markedly shortened negotiation cycles by providing candidates with a clear, detailed visualization of the complete benefits package, which often preempted salary negotiations and accelerated the hiring process.

Cultural and Operational Improvements
A more stable and committed workforce enhanced workplace culture, leading to increased staff morale, employee engagement scores in the top quartile of the industry, and a reduced vacancy rate also well below industry averages. Additionally, consistency in staffing ensures continuity in patient care, which is critical for maintaining Vail Health's high standards of healthcare service.

The Future

Leading healthcare is all about having supported, caring, committed teams–and Vail Health has the tools to attract the best talent to advance quality health for everyone in their communities with the help of TotalRewards Software.

CandidateRewards is a solution of TotalRewards Software, a private company founded by business and technology professionals with a mission to deliver high quality and cost-effective total rewards marketing solutions to employers worldwide. The cloud-based application creates digital offer experiences for candidates and more engaging, dynamic employee total rewards microsites to promote employee engagement and retention. TotalRewards Software supports clients in more than 40 countries across five continents, including industries such as retail, manufacturing, construction, non-profit, education, financial, insurance, professional services, and technology.

To see CandidateRewards in action, request a custom demo or try it free for your most critical job openings.

Visit [Home | Candidate Rewards](#) to learn more.

Vail Health is a nonprofit community health care system serving Eagle and Summit counties in Colorado. It features a 56-bed hospital, a 24/7 emergency department, and a comprehensive range of services including urgent care, cancer treatment, cardiovascular care, surgery, childbirth, and physical therapy. Vail Health is dedicated to providing exceptional medical care, leveraging state-of-the-art facilities, and supporting the community's health needs through various specialized services.

For more information, visit Vail Health
[Vail Health | Compassionate Care, Exceptional Outcomes](#)