

## challenge

The Hospital of The University of Pennsylvania's 5 hospital-system; known as "PENN MEDICINE", was challenged to find several talented Clinical Nurse Specialist with unique qualifications that made this endeavor a great challenge.

## solution

SCG developed a special recruiting event to engage candidates for immediate hires and build relationships for future needs. Educational credits were offered, which are vital to career certifications, and we utilized current Penn Medicine nurses as "expert Influencer" speakers. Targeted media included: Direct Mail, E-card blasts, trade journal advertising and Geo-targeted Mobile Advertising. A custom landing page was created, where all were encouraged to register for the event by completing a simple on-line form.

## results

Penn Medicine was thrilled to have over 40 highly qualified candidates attend this event. Nine hires were made. Eleven more went into the pipeline for future consideration. The client called this "An outstanding success for the Penn Medicine team at all levels".

case study  
HEALTHCARE



**Clinical Nurse Specialists**

Leading the Way to a Healthier World

# An evening of insight and networking

It's the event of the year for CNS's. Take your career to the next level. If you are a Clinical Nurse Specialist, Nurse Practitioner, or a nurse with the passion to become a Clinical Nurse Specialist, you are invited to join us. We've brought together prominent leaders and a distinguished panel from the region's most respected health system and the University of Pennsylvania School of Nursing.

**"The Future of Nursing is Here:  
The Multidimensional Role of the Clinical Nurse Specialist"**

**Thursday, December 8th • 5 pm to 8 pm**  
**Penn Museum • 3260 South St., Phila.**

To RSVP, please email [NursingRecruitment@uphs.upenn.edu](mailto:NursingRecruitment@uphs.upenn.edu).

Refreshments & Hors d'oeuvres served. Earn one contact hour. Close parking available.

Our distinguished speakers include:

Deborah Becker, PhD, ACNP, BC, CCNS • Denise Faraone Diaz, MSN, BA, RN, CPAN  
Phyllis Dubendorf, MSN, RN, CNRN, CCNS • Marie Fisher, MSN, RN, ACNS-BC  
Julianne Jablonski, MSN, RN, CCRN, CCNS • Laura McNally, MSN, RN, CCNS, CCRN-CMC  
Amy Moore, MSN, RN, ACNS-BC • JoAnne Phillips, MSN, RN, CCRN, CCNS

**Penn Medicine**  
Clinical Practice of the University of Pennsylvania  
Hospital of the University of Pennsylvania • Pennsylvania Hospital  
Perk Regional Medical Center • Penn State Core & Empire America

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**Clinical Nurse Specialists at Penn Medicine**

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**Leading the way to change the delivery of care.**  
**Perfecting practice, influencing nurses, and improving patient outcomes.**  
The Clinical Nurse Specialist has a major role in advancing practice. They are unquestionably the go-to person on the unit. As skilled professionals in their specialty each CNS is unique in bringing evidence-based research, leading-edge technology and innovative approaches to the bedside. They are considered a nurses' nurse and a highly-valued partner of our interdisciplinary team.

Are you prepared to take on a significant clinical leadership role? Is your goal to persistently "find a better way" through studying practice, resetting standards and creating change that will have far-reaching impact on the quality of care? If so, there's nothing more fulfilling for your future than a Penn Medicine CNS career.

Are you ready to become the clinical leader you've always wanted to be? Then it's time for you to move to the forefront of nursing with Penn Medicine.

Start your job search here or your resume via email.

**Hiring Alerts**  
Join Penn Medicine for an evening of cocktails & career conversations on June 20th.

**Penn Medicine Advanced Practice Career Event**  
Meet care professionals & recruiters

**"I'm Living My Life's Work. Are YOU?"**  
Looking for a career and not just a job?

**Live Your Life's Work at Penn Medicine**  
Region's esteemed caregivers

**LIVE Your Life's Work**  
Penn Medicine

Wednesday, June 20th from 4:30pm - 7:30pm  
Tap here to register now >>>