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## Rove Medical Staffing – helping Healthcare Facilities overcome their Nursing Shortages



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**Interview conducted by:**  
**Lynn Fosse, Senior Editor, CEOCFO Magazine**

**CEOCFO:** *Mr. Collier, what is the overall vision behind Rove Medical Staffing and what is your focus these days?*

**Mr. Collier:** At Rove Medical Staffing, we strive to put healthcare professionals to work to fill the gaps and the voids that various facility types are having around the country. With shortages of healthcare professionals, we are primarily focusing on nursing professionals and placing nurses to work in long-term care facilities, skilled nursing homes, hospitals or outpatient clinics.

**CEOCFO:** *How do you keep up with what is going on today? What has changed in your strategy?*

**Mr. Collier:** We are constantly having to change our strategy due to the impact that COVID has had on our industry. A lot of pros and cons have come out of COVID from the standpoint of different business industries. From our perspective, we see a huge influx of business demand for people looking to hire professionals to fill healthcare positions. Many different facilities around the country are struggling greatly because there are all these different healthcare facilities that are experiencing shortages and are paying well above market rate to hire talent.

When that occurs, the supply and demand has a big impact, so we're seeing professionals are getting paid over double what they might have been paid in prior years to do the same jobs. Because of this, we're having to make changes in our sourcing and employment retention strategies that ultimately bring success to our customers.

**CEOCFO:** *What is an example of something you altered and what you are doing to help fill the demand?*

**Mr. Collier:** We are working to provide much better, more competitive compensation packages. We also offer benefits packages fully covered for our healthcare providers. We have some nurses that we might have been previously paying \$30-\$50 an hour that are making over \$100 an hour working for us on assignments today.

**CEOCFO:** *Where does quality of the nurse come to play? When organizations are desperate for help, do they lower standards and how do you ensure you are sending people that can do the job correctly?*

**Mr. Collier:** The quality of the healthcare providers is very important. A lot of times people will see the money they can grab in different spaces like ours and not necessarily be worried about the talent and quality. Rove was founded by

healthcare professionals themselves who have seen the struggles that occur from not having the appropriate quality of people in place.

From the get-go, Rove has always been about quality over quantity. It does not mean that we aren't focused on growing as a business — we are a for-profit company — but overall, we retain and have a joint commission accreditation. This is an industry-recognized accreditation that ultimately mandates and requires us to go through various different quality controls and compliance auditing to ensure that the staff we are sending are not only compliant to work in those facilities, but also have the quality and experience to work in them. We have the highest tier certification and standard, and we go through continual audits with them on an annual basis.

Further to that, we have a compliance and credential department that is responsible, outside of the sales and revenue development team, for ensuring all talent goes through our screening and checklist processes to make sure we're meeting our clients' demands.

**CEO CFO: *Do the organizations you work with recognize the difference in Rove?***

**Mr. Collier:** I would like to believe that they do. We as a company have grown organically over 100% year over year and I think that is a direct reflection of the quality of work that we're putting out for our customers. It doesn't mean we're not like every other business that has a few unhappy customers here and there, but we have multiple exclusive relationships that we've been able to establish in various parts of the country through years of continuous investment into those relationships. We're proving our words with our actions and have satisfied customers.

**"We have some nurses that we might have been previously paying \$30-\$50 an hour that are making over \$100 an hour working for us on assignments today." Zach Collier**

**CEO CFO: *How might you access the culture of a hospital, a long-term care facility or somewhere you are placing a nurse, to know there is a better chance of being a good fit over and above the technical knowledge that a nurse or professional might have?***

**Mr. Collier:** The majority of what we do is place contract professionals. We do not do a lot of long-term, permanent direct placement. The class of business that has a contract placement, usually they are looking for someone for a 90-day period. We tend to find out very quickly which facilities are the ones that people want to work at and which ones they don't want to work at. When you learn these things, you'll have facilities that happen to pay a lot more than anyone else because their culture isn't aligned with what most healthcare providers are looking for.

When we do identify that, we often have higher bill rates for those customers and we communicate that to the nurses, explaining to them this is the kind of experience they may have, and by the way, because of that, we're paying more and want to make sure they're comfortable with this before they walk in.

**CEO CFO: *What is involved with acclimating a professional to a new situation when they are not going to be there long-term and need to jump in quickly and also need to understand the lay of the land? Are you able to help the institutions you work with get that done in a better way?***

**Mr. Collier:** The organizations that are making these hires are really looking for us to provide talent that is able to hit the ground running. It would not be advantageous for them to bring someone in and have to wait a week to get that person productive, so we're looking for people who have direct skills and experience in those areas — not just a nurse but maybe an ICU nurse with three years of experience.

We want to make sure that ICU nurse actually has development experience, not only as a nurse but within a specific segment of nursing, so they can be more productive. Someone who has gained most of their experience in a nursing home might not be the best fit for a hospital, and vice versa. There are very different patients and cultures between the facilities we serve. We look for people with the right experience in the right setting and sector.

**CEO CFO: *Are nurses looking to more long-care facilities than hospitals and do you see certain trends or is it an average mix even though these are not average times?***

**Mr. Collier:** Hospitals are definitely in higher demand. They pay better and sometimes the environments are better. You're going to get a much different experience taking care of sick or injured people versus elderly patients in a nursing

home. It just depends on what the nurses themselves are interested in. Some nurses prefer a skilled nursing facility or a long-term facility. A great majority of nurses prefer hospital settings.

**CEO CFO: *How do you navigate vaccinated and unvaccinated, both requirements from the facility and what the nurse's personal situation?***

**Mr. Collier:** We do have various different political views around that. When it comes to the business itself, we are really at the mercy of the market and the facilities we are placing professionals in. The vast majority of our clients have made the decision to require vaccination, so a large majority of the facilities that we are putting people at have vaccine mandates that we have to deal with.

**CEO CFO: *Are people looking more to travel these days? Are they looking less?***

**Mr. Collier:** There is definitely a higher demand for people to go travel because the pay is more than double the market rate. There is a high demand for the right experienced professionals.

**CEO CFO: *How do you reach out to nurses?***

**Mr. Collier:** We lean on various different social platforms via different job aggregators and job boards, but our primary means is word of mouth.

**CEO CFO: *You mentioned growing quite well over the last year. How do you handle that growth?***

**Mr. Collier:** We've been growing significantly, both internally and externally with our talent in order to support our customers' demand. That comes with continuously investing in the technology and operational infrastructure.

**CEO CFO: *Why pay attention to Rove Medical Staffing? What sets Rove apart?***

**Mr. Collier:** I think what sets Rove apart is our attention to quality and the fact we were founded by healthcare professionals who understand the importance of quality. We're able to relate to the experience that our customers expect, we understand their desired outcomes and we're able to put action behind that.

