



PROforma[®]
ONE SOURCE. INFINITE RESOURCES.™

Nursing Professionals

**RETENTION AND CAREER
SATISFACTION PROGRAM**



Nursing Professionals

THE POWER OF PROFORMA TO INCREASE RETENTION

This proven program was designed to increase the retention and career satisfaction of nursing professionals and decrease overall recruitment costs. The promotional products chosen for this program were selected to help facilitate engagement, improve morale and enable employees to be more efficient throughout the work day.

Promotional products remain less expensive per impression than most other forms of advertising. The investment in ad specialties is modest, more targeted and allows for much greater levels of interaction with consumers than other forms of advertising.

This illustrates the power of promotional products:

- 83% of respondents like receiving a promotional product with an advertising message
- 88% recalled the advertiser
- 82% own 1 to 10 promotional products
- 53% use promotional products once a week or more

Promotional products can play a key part in your comprehensive employee retention program with a core focus on the following:

- Reducing employee turnover
- Improving morale through better onboarding and ongoing appreciation methods

With our comprehensive recruitment and retention program and a solid understanding of your organizational needs, we can help you too!

Stats provided by Promotional Products Association International



EMPLOYEE TURNOVER

The average turnover rate for bedside registered nurses has risen to 14.2% nationally.

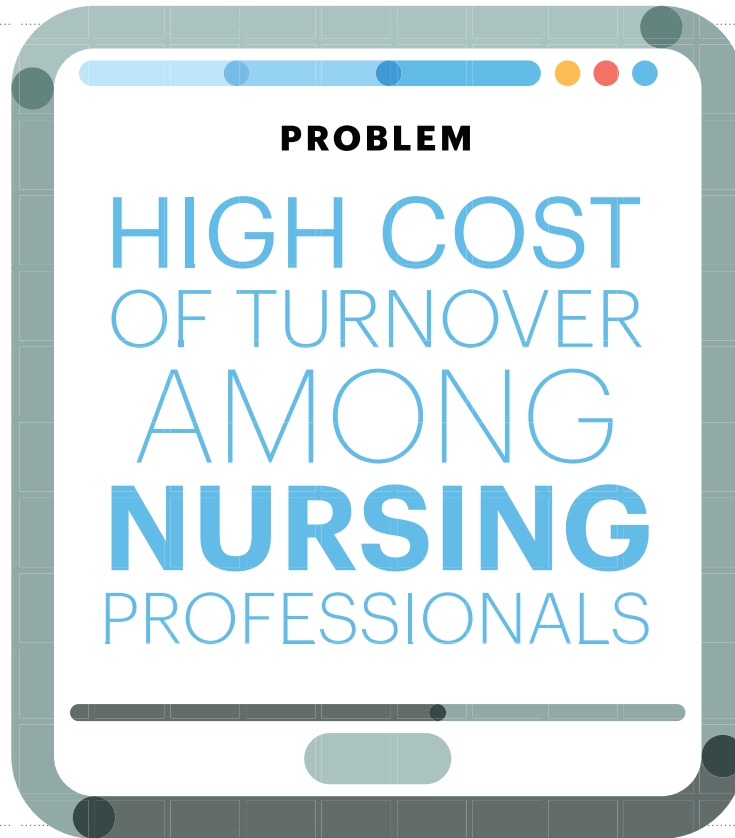
**KPMG*



TOTAL COSTS

It costs approximately \$82,000 to replace a nurse.

**Journal of Nursing Administration*



UNEMPLOYMENT RATE

The average time to fill a nursing vacancy was 68 days in 2015.

**NSI*



TURNOVER COSTS

The typical turnover expense in a 300 bed facility is reported to be \$4.4 million annually.

**KPMG*

The key to increasing nurse retention and career satisfaction is first recognizing the problem and challenges they face on a daily basis, then identifying and implementing a solutions to help reduce or resolve those issues and inefficiencies.



The high costs of turnover for each nurse who leaves can seriously impact a hospital's bottom line. In fact, the average hospital loses approximately \$4.4 million per year to turnover, yet fewer than half of hospitals have a retention strategy. When nurse turnover is high, morale, patient care and recruitment suffer which continues to pose a challenge for hospital administrators as the economy improves. Our client was facing this challenge head on and chose to work with us to develop a solution.

Working with our client, we looked at the daily activity of nurses to identify ways to ease stress, improve efficiencies and keep them energized throughout the day with the use of promotional products.

Coffee is the preferred kick-start to most nurses' shifts. As they navigate their day, they need to stay hydrated and nourished to ensure a high level of performance. As nursing is a hands on job, it is also important to stay physically fit. Therefore, we offered the hospital's nursing staff an assortment of drinkware styles, health trackers and insulated food storage options to help prepare and equip nurses to manage an often busy and stressful day in the hospital.

Technology has transformed today's hospital environment. The use of tablets and smartphones has become critical for managing patient care and schedules. We recommended to our client a variety of tech items to help the hospital staff stay connected and organized while on the go. These items include powerbanks, ear buds and a variety of bags to help carry their necessities.

Over a six-month period, a new product was given out each month at their staff meetings to build morale and increase engagement. The items were branded with the hospital name and an inspirational message.

The items were strategically selected and purchased prior to the kick-off of the program. We inventoried the future giveaways and worked with the hospital's HR department to ensure on-time delivery of each gift.

RESULTS

The retention program was viewed a success as the hospital experienced a reduction in turnover by 20%, resulting in a savings of nearly \$500,000. By providing the nursing staff with products selected to improve their daily efficiency, while recognizing the contributions the nurses were making on a daily basis, job satisfaction increased. This resulted in a more energized team environment and ultimately reduced costs.

NURSING PROFESSIONALS RETENTION & CAREER SATISFACTION PROGRAM

ONBOARDING KIT

Stay Organized



#5220

Stay Energized



#60075

Stay Connected



#70203

EMPLOYEE APPRECIATION

Stay Strong



#60070

Stay Fit



#70360

Stay Nourished



#9088

Bobble Infuse Hydration Bottle - 20 oz.

- 50150 Peacock
- 50151 Fern
- 50152 Sugar Plum
- 50153 Surf



Thirst Flip-Top Tritan Water Bottle - 20 oz.

- 60800 Royal Blue
- 60801 Seattle Gray
- 60802 Apple Green
- 60803 Red



Bobble Insulate Hydration Bottle - 15 oz.

- 50250 Polar
- 50251 Peacock
- 50252 Sangria
- 50253 Stainless Steel
- 50254 Mint Green



Oasis Double Wall Stainless Bottle - 17oz.

- 60050 Black
- 60051 White
- 60052 Stainless Steel



Thermos® Connected Hydration Bottle with Smart Lid - 24 oz.

- 80230 Smoke
- 80231 Turquoise



WELCOME TO THE TEAM!

Add inspirational messaging!



Thermos® Sipp™
Travel Tumbler
- 16 oz.



80005
Black

Commuter
Double Wall
Stainless Tumbler
- 14 oz.



60075 Copper 60076 Stainless Steel

Fuel Tritan Shaker
Bottle- 19 oz.



60070
Black

Get Fit Health Tracker

70360 Black 70361 White



Link Lunch Cooler



A black and grey lunch cooler with a mesh side pocket holding a blue can. The front features a blue cross logo and the text "NURSES ROCK!". A green card with "MAIN STREET" is visible inside.

- 9412 Seattle Grey
- 9413 Royal Blue
- 9414 Red

Celebration Party Cooler



A black lunch cooler with a shoulder strap and a tuatara logo on the front.

- 9185 Black
- 9186 Royal Blue
- 9187 Red
- 9188 Apple Green
- 9189 Seattle Grey

The Edge Cooler



A black lunch cooler with a shoulder strap and a mesh side pocket holding a green water bottle. The front features a logo for "freshfoods CAFE".

- 9291 Black
- 9292 Royal Blue
- 9293 Red

Thermos® Dual Compartment Food Jar - 16 oz.



A stainless steel food jar with a clear plastic lid and a black handle. The lid has a "CENTERBEAM" logo.

- 80165 Stainless Steel

Celebration Party Cooler



A black lunch cooler with a shoulder strap and a tuatara logo on the front.

- 9185 Black
- 9186 Royal Blue
- 9187 Red
- 9188 Apple Green
- 9189 Seattle Grey

Igloo® Glacier Cooler



A dark grey Igloo cooler with a shoulder strap and a logo on the front.

- 9050 Gunmetal
- 9051 Steel Blue
- 9053 Santa Fe Red



Vertex™ Party Cooler

- 9227 Black
- 9228 Royal Blue



Islander Wheeled Cooler

- 9565 Black
- 9566 Royal Blue



Igloo® Juneau Backpack Cooler

- 9088 Gunmetal



Heritage Supply™ Catalina Cotton Tote

- 1500 Natural Navy
- 1501 Natural Red



Windjammer Tote

- 1365 Black
- 1366 Royal Blue
- 1367 Red
- 1368 Apple Green



Avenue Business Tote

- 1690 Black
- 1691 Royal Blue
- 1692 Apple Green
- 1693 Purple

Sprint Sport Cinchpack

- 4863 Black
- 4864 Royal Blue
- 4867 Turquoise



Add inspirational messaging!

Wave Sling Bag

- 5220 Black
- 5221 Royal Blue
- 5222 Red
- 5223 White



Century Sling Bag

- 5220 Seattle Grey
- 5221 Royal Blue
- 5222 Red

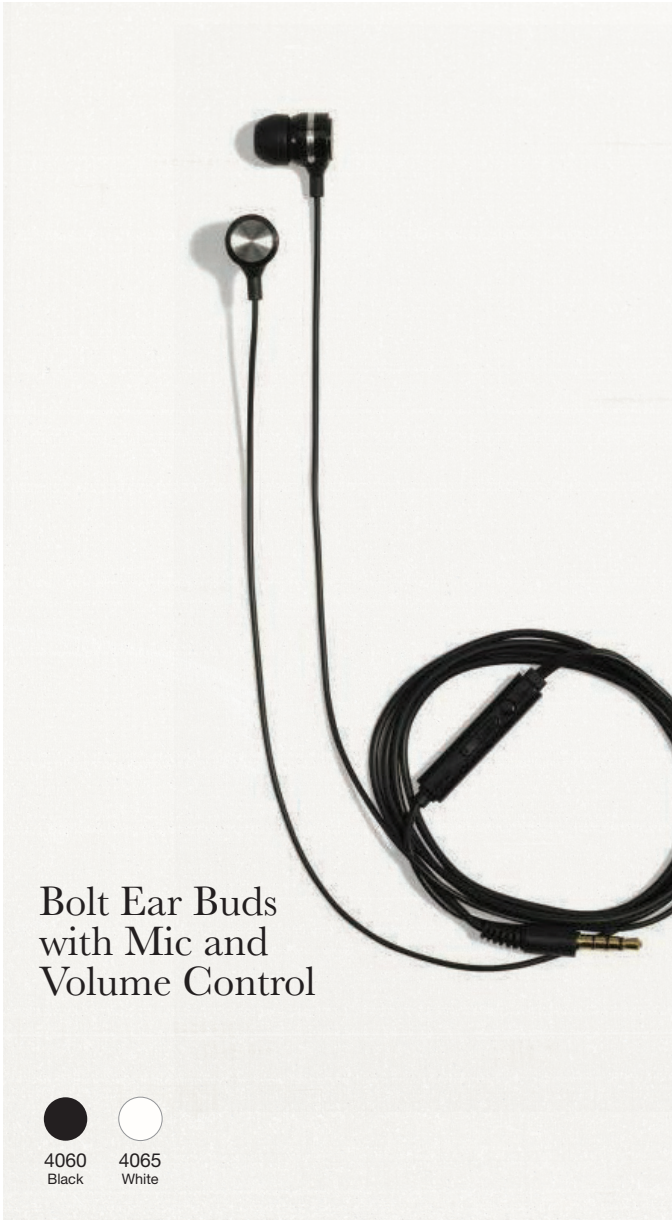




Brookstone
Ceramic Earbuds

3265
White
Gold

Brookstone



Bolt Ear Buds
with Mic and
Volume Control

4060
Black

4065
White



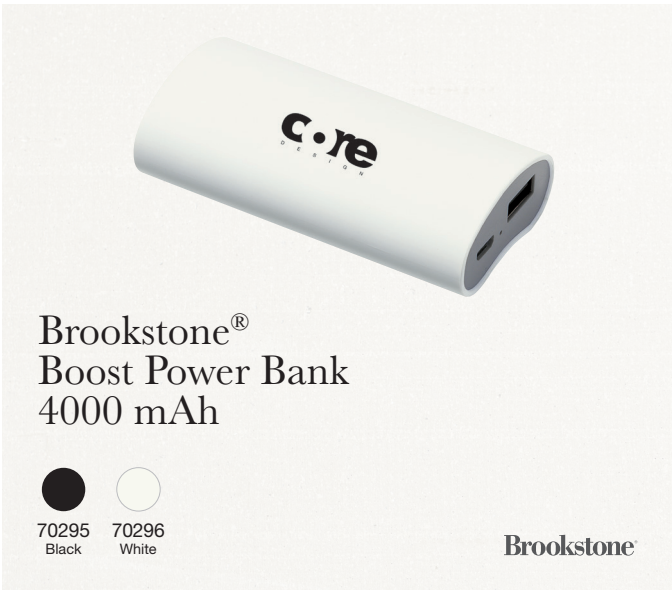
Mighty Mini
Bluetooth®
Speaker

4001
Black

4002
White

4003
Royal
Blue

4004
Green



Brookstone®
Boost Power Bank
4000 mAh

70295
Black

70296
White

Brookstone



Brookstone®
Surge Power Bank
200 mAh

70275
Black

70276
White

70277
Blue

Brookstone

PROforma®

ONE SOURCE. INFINITE RESOURCES.™

AWARD-WINNING BRAND PROMOTION

Proforma is the leader in the printing, promotional products and packaging industries with a creative edge to add impact and value to your programs.

We provide the most innovative and cutting edge product and service solutions through more than 750 offices across the globe.

Connect with us today.

Completely Custom Product



Your Brand. Delivered.

From concept to delivery, we're your One Source with Infinite Resources.