



HOME

PRINT
SERVICESONLINE
SERVICESEVENT
SERVICESEDUCATIONAL
SERVICESRECRUITER
COMMUNITY

Recruiter e-zine

e-zine Archive

Recruiter Articles



August 2, 2004

Recruiter E-zine

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NAHCR NEWS

IMAGE 2004: Connecting for Tomorrow in Pittsburgh was a huge success! Attendees and exhibitors were amazed by the beauty of the city and the Omni William Penn. Some 250 attendees had the opportunity to learn, grow, and develop their professional skills and network with 63 exhibitors. The highlight of the week was the Gala Awards Dinner, sponsored by Nursing Spectrum / NurseWeek. Joan Orseck, Hackensack University Medical Center, and Pat D'Aurizio, Novant Health Tri-Ad Region, were named Distinguished Members of 2004. The West Central Florida Healthcare Recruiters Association and the New Jersey Association of Health Care Recruiters were named Chapters of the Year. The Jane Pauley Media Award was received by the North Carolina

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**NURSE RECRUITMENT & RETENTION WORKSHOP**

With the end of the nursing shortage nowhere in sight and HR budgets reduced, now is the time to use facts to build recruitment and retention strategies. Don't miss our 8/17 workshop where we'll discuss perceptions, feelings and opinions from 800+ RNs & 1300+ Student RNs! We'll also share results from our National Metrics and Health Care Diversity Surveys. Seating is limited! For more details and to register, visit:

<http://www.HodesHealthCareWorkshop.com>

NURSING SPECTRUM NEWS

Put Your Organization's Name in Front of Hundreds of Nurses by

Nurses Association, North Carolina Board of Nursing, and John Wilson, Producer, for the documentary, *North Carolina Nurses: A Century of Caring Nursing in North Carolina*. Congratulations to all award recipients!

Thanks to everyone that attended IMAGE 2004! We hope to see all of you in San Diego next July!

FEATURED EDITORIAL

HR Outsourcing: What the Big Corporations Are Doing

Lisette Hilton

Outsourcing has become the standard part of what HR departments of large American and European companies do, according to a new report.

In *HR Outsourcing: Benefits, Challenges and Trends*, author David J. Dell conducted a study of 122 American and European companies — all with more than \$1 billion in annual revenues. Dell, an HR consultant and senior consultant to the Conference Board, a nonprofit organization sharing best practices of leading corporations, says his is a major study of what corporations are outsourcing today in the HR domain and what they see as the opportunities and difficulties going forward.

[Read more!](#)

RESOURCES

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NurseWeek. CAREER FAIRS

Call **(800) 868-8944, ext. 121** for exhibitor information.

Do you have colleagues who would enjoy receiving the NAHCR/Nursing Spectrum

More Work to Be Done for Nurses on Mobile Nursing Solutions

Most visions of nursing's future include a plethora of technical devices that make patient care delivery easier. But a recent survey by Spyglass Consulting Group indicates that much progress needs to be made. Spyglass interviewed 100 nurses nationwide and found that more than 90% are reluctant to use the TabletPC for bedside nursing. Nurses view the devices as too heavy, too fragile, or too large. They also cite dissatisfaction with the length of the battery life. As hospitals move forward with technology such as mobile computer carts, they'll need to consider nurses' willingness to adopt new technology. You can download the press release at www.spyglass-consulting.com/spyglass_news.html.

HR UPDATE

Government Postpones Certification Rule for Foreign Nurses

Washington — Just days before it was to take effect, the U.S. Department of Homeland Security announced a one-year delay in a rule requiring that registered nurses and other foreign health care professionals obtain special certification to work on a non-immigrant visa.

Recruiter e-zine? They can sign up to receive it at our [Customer Care Extranet](#).

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UPCOMING DEADLINES

Upcoming Nursing Spectrum Publication Deadlines

Don't miss our next deadline, Thursday, August 5.

The following *biweekly* editions deadline that day:

Masthead Date: August 9, 2004

- Florida
- Greater Chicago
- Greater Philadelphia/Tri-State
- New England
- New York/New Jersey Metro
- Washington, DC/Baltimore

Bonus Distribution

- **San Antonio NurseWeek Career Fair** – August 12 – San Antonio, Texas

See the [complete publication schedule](#).

[Read more!](#)

HEALTH NEWS

Heart Medication for African-American Patients Nears Approval

The heart failure drug BiDil proved so effective in treating African Americans that researchers halted a clinical trial, citing independent monitors who said it would be unethical to deny the drug to control group patients receiving a placebo, according to *The New York Times*.

[Read more!](#)

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Upcoming NurseWeek Publication Deadlines

The following *biweekly* editions deadline Friday, August 6:

Masthead Date: August 9 , 2004

- California
- Mountain West
- South Central

Bonus Distribution

- **San Antonio NurseWeek Career Fair** – August 12 – San Antonio, Texas

See the [complete publication schedule](#).

Don't Miss Out!

Upcoming *Nursing Spectrum / NurseWeek Specialty Guides, Career Guides, and Directories*

Pediatrics Specialty Guide – Hurry! Deadlines this week (August 5)!

Reach Pediatric professionals by placing your ad in this **New Pediatrics Specialty Guide**

Reservation Deadline:

Virtual Career Fitness® Expos

Chat with and recruit RNs from around the corner and cross the country!

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- Exclusive Power E-mail Blasts

High Profile Recruitment Opportunity:

- Facility listed in print magazine ads and these e-zines
- Online employer profile with live links to your site
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- Private chat area

One more Virtual Career Fitness® Expo left this year.

**October 5, 2004
4 PM to 8 PM ET**

Contact your local sales professional or National Sales:
(888) 206-3791
Customer Care:

August 5, 2004

Materials Deadline:

August 12, 2004

Bonus Distribution

- **Pediatric Nursing Conference** – 9/10-9/11 – Orlando, FL

Fall 2004 Special Editions and 2005 Directories

Run in all three, and save 15% on all three!

1. **Future Nurse (Fall 2004).** Reservation and Materials Deadline: **September 9, 2004**
2. **2005 Pathways to Success (formerly Career Fitness® Guide).** Reservation and Materials Deadline: **October 7, 2004**
3. **2005 Career Fair Edition (formerly Careers).** Reservation and Materials Deadline: **November 5, 2004**

For details, go to [Fall Special Editions and 2005 Directories](#).

Contact your local sales or call national sales at **(888) 206-3791** for special savings being offered for combo buys..

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HUMOR INFUSION



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Sep 2, 2004

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