Traveling nurses find ideal assignments thanks to Google Maps for Enterprise

Google™

"When we were preparing a prototype application, all the nurses we engaged in focus groups were extremely comfortable using Google Maps already."

John Chaffins
Senior Director of Product Development and User Experience

Cross Country
STAFFING

ABOUT GOOGLE MAPS FOR ENTERPRISE

Government and commercial organizations can use Google Maps to make geographic information more accessible to the people they serve. These easy-to-use tools can be made available on public websites to help visitors locate resources. By adding their own data feeds, organizations have full control over the content provided to the public. Website visitors see richer information in geographical context when they are searching for local information.

For more about Google Maps, visit https://maps.google.com.

Business

With nurses in high demand nationwide, Cross Country Staffing is matching traveling nurses with just the right jobs. Since 1986, Cross Country Staffing, the largest business unit of Cross Country Healthcare, has been providing fixed-term and flexible employment solutions to healthcare facilities throughout the United States. The company relies on Google Maps for Enterprise as an essential element of its nursing portal, which serves as a dynamic communications and placement hub for thousands of job applicants, nurses who are employed by Cross Country, and recruiters.

Challenge

Cross Country wanted to provide the traveling-nurse community with a central point of contact for support, assistance, and placement information. Its existing online job-search tool lacked a map function, forcing recruiters and job seekers to refer to atlases or analog maps – often delaying the placement transaction. There was no ready resource to determine if an assignment was within walking distance to available housing, or if other transportation was needed. In addition, independent contractors had no easy way to interact with each other to ask questions about positions, housing and facilities.

Solution

Cross Country Staffing approached an interaction design firm, Cooper, to design a self-service web portal that would support nurses and recruiters round-the-clock. Using the Google Maps for Enterprise API, Cooper collaborated with developers at Cross Country to devise a powerful, visually enriched application that meshed seamlessly with Cross Country's CRM system. The resulting web portal supplies nurses, allied health professionals, and recruiters with graphically rich location, facility, and housing data. For example, a nurse seeking a position in the Chicago area can specify a 10-mile radius, drill down into the map's data points for street and vicinity information, and identify nearby assignments.

"When we were preparing a prototype application, all the nurses we engaged in focus groups were extremely comfortable using Google Maps already," says Cross Country Senior Director of Product Development and User Experience John Chaffins. "The Google Maps for Enterprise API is by far the most intuitive, flexible, and cost-efficient solution of its kind."

"The Google Maps for Enterprise API is by far the most intuitive, flexible, and cost-efficient solution of its kind."

Results

After its first eight months, the nursing web portal realized a 77 percent increase in job-search activity. Job seekers are networking to make more informed decisions about upcoming assignments, resulting in greater job satisfaction. Additionally, a recruiter looking to place a candidate in a hospital now has sophisticated mapping technology to better match applicants with lifestyle preferences. From an administrative perspective, users can access updated payroll, insurance, and job-certification information – saving countless hours of paperwork, telephone time, and overhead expenses for everyone concerned.