



Cross Country Survey Reveals Digital Workforce Solutions as Key to Overcoming Healthcare Staffing Crisis

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BOCA RATON, Fla.--(BUSINESS WIRE)--Oct. 3, 2024-- Cross Country Healthcare (NASDAQ: CCRN), a leading provider of workforce solutions and tech-enabled staffing, recruitment, and advisory services, has unveiled a comprehensive survey underscoring the critical need for healthcare providers to embrace digital solutions to tackle the unprecedented and ongoing staffing challenges. In partnership with the industry publication Healthcare Innovation, the survey "Transforming Healthcare: Strategies for Building a Resilient and Adaptive Workforce," captures insights from healthcare leaders across the United States, delving into the critical issues of staff shortages, burnout, and the transformative potential of technology-driven workforce management strategies.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241003317810/en/>

John A. Martins, President & CEO of Cross Country, said: "The future of healthcare staffing lies in embracing whole-house technologies that elevate operational efficiency, reduce costs, and enhance security. By integrating advanced digital platforms, we can unify every aspect of workforce management, providing real-time data insights that drive smarter decision-making. This transformation is not just about filling positions—it's about building a resilient, adaptive workforce that positions healthcare providers to thrive in an increasingly complex environment. At Cross Country, we're leading this evolution, empowering healthcare systems to operate at their highest potential."

Key Findings:

- Nearly 9 out of 10 respondents expressed concern over high turnover and burnout. Integrated technology solutions are crucial to help fill positions and enhance quality care through efficient staff management.
- A striking 38% of respondents spend over 20 hours a week on recruiting, while 13% dedicate the same amount to compliance-related tasks. Streamlining these administrative tasks through automation and integrated systems is vital for improving efficiency.
- Digital staffing solutions like AI, machine learning, and real-time analytics emerged as critical for controlling healthcare costs and optimizing resources, offering a path to more sustainable healthcare operations.
- The survey underscores the ineffectiveness of fragmented staffing methods, advocating for integrated digital platforms that streamline workforce management across all facets—from recruitment and onboarding to scheduling and retention.
- Respondents highlighted the need for real-time staffing updates, access to accurate candidate data, and automated onboarding processes as part of their digital "wish list." These desires reflect a pressing need for intuitive, integrated tools capable of real-time data processing.
- Ninety-one percent of respondents found scheduling and staff planning tools to be very or somewhat helpful, indicating the significant role digital solutions can play in workforce optimization.
- While 40% of respondents cited implementation difficulties and 33% noted financial constraints as barriers to implementation, nearly half agreed that vendor management systems could streamline workforce management once fully integrated.

Martins further commented: "Staff shortages and burnout are at a crisis point, threatening the quality of care and the well-being of our healthcare professionals. Technology isn't just a solution—it's a lifeline. By implementing advanced digital platforms, we can streamline staffing processes, alleviate administrative burdens, and create more flexible, supportive work environments. This approach allows healthcare providers to focus on what matters most: delivering exceptional patient care. Cross Country is dedicated to supporting our partners in this critical transformation, ensuring they have the tools to build a more resilient and compassionate workforce."

Cross Country is at the forefront of digital transformation in healthcare, offering innovative solutions to guide providers through these persistent and pressing challenges. Download the full guide [here](#) to explore detailed insights and strategies for building a resilient and adaptive workforce.

About Cross Country Healthcare

Cross Country Healthcare, Inc. is a market-leading, tech-enabled workforce solutions and advisory firm with 38 years of industry experience and insight. We help clients tackle complex labor-related challenges and achieve high-quality outcomes while reducing complexity and improving visibility through data-driven insights. Diversity, equality, and inclusion are at the heart of the organization's overall corporate social responsibility program. It is closely aligned with our core values to create a better future for its people, communities, and stockholders.

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