



HOME

PRINT  
SERVICESONLINE  
SERVICESEVENT  
SERVICESEDUCATIONAL  
SERVICESRECRUITER  
COMMUNITY

Recruiter e-zine

e-zine Archive

Recruiter Articles



August 2, 2004

Recruiter E-zine

www.nahcr.com

Powered by:



## 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

## e-zine SPONSOR

**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

#### Exhibiting or Sponsoring ....



Career Fitness®

# EXPOS

Don't delay: Call your local Sales Representative today to reserve a booth and/or sponsorship.

**DEADLINE FOR CONTRACT  
AND PAYMENT: 30 DAYS  
BEFORE THE EVENT**

[Click here to view all the Nursing Spectrum/NurseWeek Career Fairs.](#)

## 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](http://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](#).

[SalesHelp@NursingSpectrum.com](mailto:SalesHelp@NursingSpectrum.com)

#### **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!](#)

#### SPONSORED LINK

##### • FREE STAFFING WHITEPAPER

Download your free whitepaper on innovative staffing solutions! This case study will provide you with ideas on how to meet your patient safety needs, increase workforce productivity, and reduce your staffing costs. To request your copy call **800/599-6616** or visit [www.intelistaf.com/whitepaper](http://www.intelistaf.com/whitepaper).

e-zine SPONSOR



#### 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!

#### Unparalleled Event Promotion:

- Publicized in every issue of *Nursing Spectrum* and *NurseWeek* coast-to-coast
- Splash pages on [NursingSpectrum.com](http://NursingSpectrum.com) and [NurseWeek.com](http://NurseWeek.com)
- 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
- Exhibitor prize drawing
- 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..

[helpatnursingspectrum.com](http://helpatnursingspectrum.com)

Be sure to visit our extranet at [helpatnursingspectrum.com](http://helpatnursingspectrum.com) for complete information about Nursing Spectrum products and services.

#### HUMOR INFUSION



Do you have colleagues who would enjoy receiving the NAHCR/Nursing Spectrum Recruiter e-zine? They can sign up to receive it at our [Customer Care Extranet](#).

Sep 2, 2004

[SalesHelp@NursingSpectrum.com](mailto:SalesHelp@NursingSpectrum.com)

[NursingSpectrum.com](http://NursingSpectrum.com)