

## Continued COVID-19 Preparedness and Market Shift in Demand

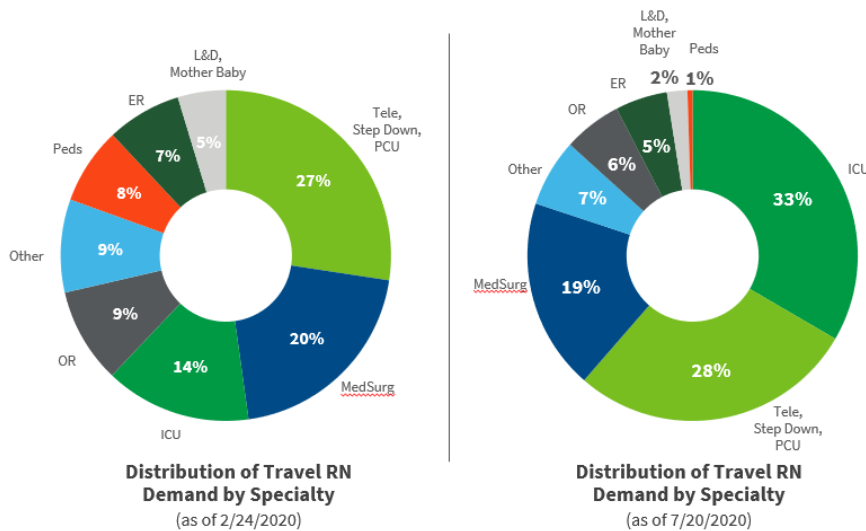
During this critical and unique time, Qualivis and the Arkansas Hospital Association recognize the importance of supporting the healthcare industry. The last few months have tested our hospital capacities, staff morale and ability to adapt. This is a reminder that hospitals and hospital leaders need to think differently and aggressively; we urge facilities that haven't been affected or displaced by COVID-19 yet to prepare accordingly. While staffing vendors have been considered the antagonist in days past, today the real enemy is the unknown combined with a lack of preparedness — which could ultimately cost more than engaging in a contingency plan.

A shift in mindset is imperative. Arkansas hospitals are no longer competing between state hospitals to attract clinical talent. Our state and regional markets that many are accustomed to have shifted to a national market. From February 24 to July 20, the 2020 demand for ICU registered nurses as a percentage of total demand increased by 134%. Arkansas “target market clinicians” who previously traveled within Arkansas, are now heavily incentivized and pulled toward neighboring states and across the country. Now is our time to listen, educate and plan for change.

The Arkansas Hospital Association believes the strength of a partnership is revealed during a crisis. Qualivis, the endorsed staffing partner of AHA Services, teamed up with the Arkansas Department of Health and over 20 additional state departments during the pandemic. Qualivis not only has over 500,000 pre-vetted clinician staff, but they are able to guide each hospital to ensure fulfillment of open jobs. Qualivis continues to educate our clients and provide a realistic preview of what each hospital can expect when job orders are posted.

## Travel Demand Distribution

### Travel Market Shift in Demand Feb 2020 – Jul 2020



- Demand for ICU RNs as a percentage of total demand has increased by 134%, from 2/24 to 7/20. ICU RNs currently account for 33.4% of overall travel market demand.
- Demand for Tele, Step Down, PCU as a total percentage of demand decreased by 59% from 2/24 to 6/8. Since then, demand has steadily increased by 150% through 7/20, currently accounting for 28.0% of overall travel market demand.

For more information, please contact Natalie Plumer, Director of Workforce Solutions, Qualivis (404.226.2368 or [nplumer@qualivis.com](mailto:nplumer@qualivis.com)) or Tina Creel, President, AHA Services, Vice President of Member Services, Arkansas Hospital Association (501-224-7878 or [tcreel@arkhospitals.org](mailto:tcreel@arkhospitals.org))