

Big Break in the Big Easy

BIG BREAK

The Challenge

Ochsner Health System needed an innovative and creative hiring solution that would give back to the New Orleans community.

The Solution

Big Break™

Key Benefits

- Breeding the next generation of healthcare IT talent
- Tapping into an overlooked local talent pool
- Educating and employing the local community
- A single day selection process
- Internal team building
- Cost and time efficiencies
- A PR bonanza

For more information on your next Big Break, contact Intellect Resources at 877.554.8911 or visit us online at www.intellectresources.com

The Client

Ochsner Health System is southeast Louisiana's largest non-profit, academic, multi-specialty, healthcare delivery system with eight hospitals and over 38 health centers in Louisiana.

Ochsner has been named the Consumer Choice for Healthcare in New Orleans for 16 consecutive years and is the only Louisiana hospital recognized by U.S. News and World Report as a "Best Hospital" across seven specialty categories. Ochsner employs more than 12,500 employees, over 850 physicians in over 90 medical specialties and subspecialties and conducts over 300 clinical research trials annually.



The Challenge

Ochsner Health System prides itself on a reputation for innovation and creativity, so when it came time to staff a 200 person training team, Ochnser wanted something outside the box. Additionally, Ochsner is an integral part of the New Orleans community and saw this as an opportunity to hire locally and give back to the community they service. But, how? Ochsner needed a highly skilled and qualified team to help them roll out their new electronic medical record (EMR) and wanted to hire local New Orleans residents. This training team would complete an intensive classroom training curriculum and once credentialed, would train end users across the entire health system. As a company, Ochsner's time was dedicated to the design and build of their EMR, so who had the time to find and hire this team? Was it even possible to find these people locally?

The Solution

Big Break is an exciting service offered by Intellect Resources that allows hospital systems to hire an entire training and go-live team in one day,

condensing and simplifying the hiring process while producing amazing and cost-efficient results. In an exciting one-day audition process professionals, regardless of industry, compete for a unique career opportunity, or their Big Break, into the Healthcare IT industry.

The Process

Similar in format to reality TV auditions Big Break contestants will advance or be eliminated as they are routed through exciting audition phases including: a series of interviews, a video Q&A, team activities, a board room presentation and a one-on-one interview with the final decision maker. Contestants will be evaluated on their professionalism, presentation skills, communication skills, poise, attitude, teamwork and the ability to think on their feet.

After final selections, the team of professionals is comprehensively trained and credentialed in the appropriate EMR before training healthcare staff in a classroom setting and providing over-the-shoulder support during the go-live

Veni, vidi, vici, New Orleans!

Big Break New Orleans was an overwhelming success; 700 applications, 385 auditions and 200 new healthcare IT talent were hired as a result of this one day hiring event.

Candidates began arriving in New Orleans on Friday from far-flung and exotic locales like Idaho, New Jersey and Oregon and Germany, but the excitement surrounding Big Break began long before that. Social media became an information resource for everything Big Break related; questions regarding employment contracts, audition specifics and Saint's football kept Big Breakers engaged and excited during the 3 week application window. When candidate Al Wiseman commented he'd received his ticket and was looking forward to his audition, it was only a matter of moments his little sister had chimed in wishing him luck. When Delilah Hernández said she was flying in from Southern California for the event, it Allen Goldberg, Keven Cheng and Lisa Dixon wished her safe travels and said they were road tripping in from their respective home towns for the event. Candidates used the hash tag, #crossingmyfingers, when hoping they got the job on Twitter. Blogger DazzlinDonna wished her friends who had already applied luck and encouraged others to apply for their Big Break. Word was spreading.



John Cooper

At 7:15 Jesus Hernandez was the first Big Breaker to arrive. When the doors opened, over 200 people were in line waiting for their big break into healthcare IT, including John Cooper who heard about Big Break on the golf course 2 hours prior to the application deadline. John called his daughter and relayed the answers to the application questions over the phone. After four speed interviews, twenty minutes of group work and a five minute videoed presentation, Jesus and John sat for a final on- on-one interview and knocked it out of the park. On Monday morning, both Jesus and John were two of the first to receive a formal job offer from Intellect Resources. Two-hundred well qualified candidates received a formal job offer from Intellect Resources as a result of Big Break.

With 700 applications the Big Break staff had a



seemingly insurmountable task before them; cut the group of 700 to a mere 200. The task wasn't as easy as anticipated.

After a highly successful and targeted marketing campaign, the quality of applicants was astounding. Over 75% of applicants had a bachelor's degree or higher and 20% a Master's degree. "Big Break New Orleans brought out the best and brightest the city had to offer. The Big Easy made it easy to find the perfect Big Breaker. The fact that almost 30% of applicants had software training expertise and another 25% had medical or clinical experience surprised even me," said Tiffany Crenshaw, President and CEO of Intellect Resources.

What type of candidate does Big Break attract?

A post event analysis revealed the average Big Breaker is an educated, tech-savvy, motivated and confident self-starter who is between the ages of 25-54.

"Big Break is designed to bring out highly motivated and educated individuals who have the aptitude to succeed as healthcare IT trainers. Our process is highly targeted and refined. Through experience, analysis and creativity Intellect Resources is able to attract the next generation of healthcare IT talent," Crenshaw said.

Big Breakers have just completed their first month on the job. Brianna Shait, the Intellect Resources Vice President managing this project, said, "I couldn't have been more pleased. This group of Big Breakers has shown a strong technological aptitude, a desire to learn all facets of Epic and a positive attitude. The Big Break experience and social media created a strong sense of camaraderie before they ever set foot on property. In many ways it was like the team had been working together for years."

What do the Big Breakers think of their experience? Brett

Hancock said he is “ready to take on the world of healthcare IT and make his mark in an emerging industry.” Shana Gentry is “ready to make history” and Joy Priest feels like she’s finally gotten her Big Break.

The Benefits of Big Break

BREEDING THE NEXT GENERATION OF HEALTHCARE IT TALENT
Due to “meaningful use” requirements within the American Recovery and Reinvestment Act of 2009, the healthcare industry as whole is rushing to install and implement certified EMR systems. With this sudden demand, the available talent pool has shrunk considerably resulting in a higher cost for available talent. Instead of forcing clients to compete against industry peers for this shrunken talent pool, Big Break offers clients a wave of fresh talent that is untapped within the healthcare industry.



AN OVERLOOKED TALENT POOL

Big Break brings out skilled and talented individuals who might otherwise be overlooked in the healthcare IT hiring market. The most common applicants are software trainers, teachers and those with medical/clinical experience. Historically, these types of individual have demonstrated an above average ability to learn and embrace technology quickly and have the key personality traits necessary to succeed as a trainer.

- 90% of applicants had a college degree, masters or doctorate
- 35% of applicants had previous software training experience
- 31% had medical or clinical experience
- 20% had previous experience with EMR
- 13% held an MD, RN, BSN or LPN



A SINGLE DAY SELECTION PROCESS

Typically, it can take weeks or months to gather resumes, interview, hire and onboard a training team. By concentrating efforts through a trusted partner, like Intellect Resources, the entire selection process can be done in a single day with one high-profile event, allowing valuable time to be dedicated elsewhere. Additionally, there is a considerable advantage in seeing candidates back-to-back, which allows for a true comparison of candidates, before selecting the best, and bringing your team together.

TEAM BUILDING

Big Break helps build a sense of camaraderie amongst current staff by helping to instill a sense of ownership in the training and go-live project. By selecting future coworkers, current staff will develop an invested ownership over the training and go-live project. Big Break provides organizations with a great opportunity to combine team building activities and goal setting to motivate the team to a common goal – selecting the best talent to represent the IT investment in the classroom.



SAVE TIME AND MONEY

The rising demand for experienced EMR consultants has resulted in skyrocketing salaries and a shortage of candidates. By tapping into a new talent pool, a healthcare entity can secure EPIC talent at an economical rate. Additionally, the single day condensed hiring process frees up valuable time resulting in an increase in productivity. Furthermore, Big Break can be utilized to fill interim EPIC positions like class registration, LMS administration, project coordination and tech dress in addition to and full time EPIC positions like trainers, application analysts, project managers and help desk.

A PR BONANZA

Big Break is big news! With the recent economic downturn many individuals have found themselves unemployed or underemployed. Big Break offers these individuals a chance to start a new career in a rapidly growing industry. National and local media consider Big Break a hopeful and exciting news opportunity and the resulting good press creates a groundswell of positive perception that is priceless.

FierceEMR: "Ochsner Health System to 'audition' EMR trainers" - A screenshot of the FierceEMR website showing a news article about Ochsner Health System's new audition process for EMR trainers. It includes a sidebar with a poll about the use of EMRs in hospitals.

ere.net: "American Idol Meets Career Fair This Month in New Orleans" - A screenshot of the ere.net website featuring a headline about the American Idol meets Career Fair in New Orleans. It includes a sidebar with a poll about the use of EMRs in hospitals.

Healthcare IT News: "Ochsner stages auditions for EMR trainers" - A screenshot of the Healthcare IT News website showing a news article about Ochsner Health System's audition process for EMR trainers. It includes a sidebar with a poll about the use of EMRs in hospitals.

AN EXECUTIVE SUMMARY

Meaningful Use and ICD-10 have created a huge demand for experienced healthcare IT professionals and there simply aren't enough experienced individuals to fill these much needed positions. Incentive deadlines have created an industry wide shortage of experienced healthcare IT professionals, specifically those with Epic experience. This talent shortage is poised to become an industry wide crisis that effects will be widespread. What happens when provider organizations, CMOs, CMIOs, and CNOs cannot find the resources to staff and implement their EMR?

The healthcare IT industry must start implementing creative hiring solutions aimed at cultivating new healthcare IT talent now to avoid a future crisis. Big Break allows provider organizations the freedom and flexibility to breed the next generation of healthcare IT talent at a fraction of the cost of a traditional hire. The ability to cultivate and retain healthcare IT talent is an opportunity no healthcare system can afford to ignore.

Warm regards,

Tiffany Crenshaw
PRESIDENT & CEO
Intellect Resources

About Intellect Resources

We speak the language of Healthcare IT. Intellect Resources is proud to offer comprehensive consulting, recruiting and hiring solutions within the Healthcare IT market. Our talent offerings include recruiting, project management, implementation, upgrading and optimization of EMR systems, training and go-live support and the revolutionary Big BreakSM hiring process.

Big Break is patent-pending American Idol style audition process where candidates compete to become a healthcare IT trainer and instruct healthcare personnel on the use of an EMR program. Big Break offers hospitals systems a unique and innovative talent pool at a fraction of the cost of traditional solutions.

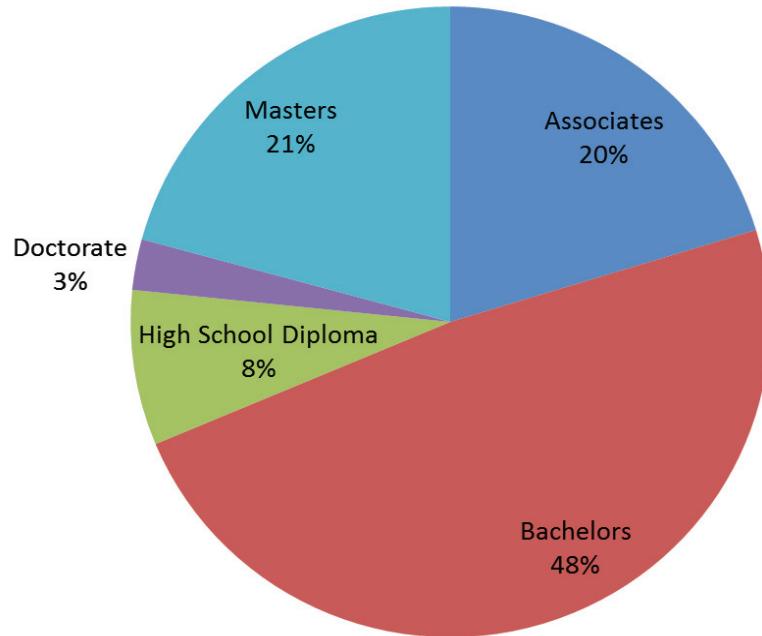
For more information visit www.intellectresources.com or www.irbigbreak.com.



Appendix

Big Break Applicants' Educational Background

■ Associates ■ Bachelors ■ High School Diploma ■ Doctorate ■ Masters



Big Break Applicants Previous Experience

■ Software training ■ EMR experience ■ Medical or clinical experience ■ Doctor or Nurse

