



NORTHUMBERLAND HILLS HOSPITAL

inspiring strength, dignity and compassion

NEWS RELEASE – FOR IMMEDIATE RELEASE

Nurses wanted – Hospital employees offered chance to win \$1,000 in new RN referral campaign

NORTHUMBERLAND COUNTY, Wednesday, February 6, 2008 – It's no secret that health care professionals in a range of disciplines are in short supply these days. As Northumberland Hills Hospital knows well, Registered Nurses (RNs) are in particular demand.

Working on the assumption that the best recruiters are those who know the hospital through their own experience, NHH launched a new campaign this week, offering eligible employees the chance to win \$1,000 as part of an innovative new referral campaign targeting RNs.

Here's how it works.

Any current NHH employee who knows an RN with the right skill and dedication to patient care needed at the hospital directs the RN to submit his/her resume to the Human Resources Department. The employee referring the RN then completes a referral form prior to the RN's interview. If the candidate in question is successful in the interview process, and receives and accepts a job offer, the referring employee will have their name placed in a draw for \$1,000, cash.

Referrals will be accepted for RNs applying for both full- or part-time positions. Upon hire, the RN must remain with the hospital for a minimum of three months and meet a regular part-time commitment.

Special incentive for new hires!

The part-time and full-time RNs recruited to NHH during the five-month campaign will receive a \$1,500 allowance for educational purposes payable at the end of one year of continuous service. RNs returning to the hospital after an absence of less than 6 months are ineligible.

“Province-wide personnel shortages in the health care sector call for innovative new approaches to ensure we attract the best candidates possible to deliver the exceptional level of care our patients have come to expect,” says Elizabeth Vosburgh, Northumberland Hills Hospital Director of Human Resources. “We have set ourselves an ambitious target of 20 new full- or part-time RNs through this five-month campaign, and I believe we can do it.”

The winner of the staff draw will be announced on September 30, 2008.

For more information, reporters are asked to contact Jennifer Gillard at 905-377-7757 or jgillard@nhh.ca.

About Northumberland Hills Hospital – The Northumberland Hills Hospital (NHH) is located approximately 100 kilometres east of Toronto. The 137-bed acute care hospital delivers a broad range of core services, including medical/surgical care, complex/long-term care, rehabilitation, palliative care, obstetrical care and intensive care. NHH also sponsors a Community Mental Health Centre and an Assertive Community Treatment Team. The hospital serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland is comprised of the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs over 500 people and is an active member of the Central East LHIN. For more information, please visit www.nhh.ca.