



THE Lamp LIGHTER

Methodist Hospitals Nurse Newsletter • April 2022

Help is on the way: Methodist launches nurse recruitment campaign

Nursing Leadership has teamed with the Human Resources and Marketing Departments to launch a new digital advertising campaign design to attract more nurses to join our mission here at Methodist Hospitals.

Our goal is to build and enhance the Methodist Hospitals brand among prospective nursing employees while promoting individual open positions, and ultimately reduce Methodist Hospitals' dependence on agency nurses.

To effectively compete for nursing candidates in a prolonged and deepening nurses shortage, Methodist is committed to a long-term, consistent campaign that delivers a positive Methodist Hospitals message to prospective nursing candidates. This digital campaign, entitled "Join the Methodist Hospitals family," employs the words of our own nurse colleagues to convey that message.

This precisely targeted campaign is strictly focused on nurses throughout Northwest Indiana, as well as nurses in Chicago and in Chicago's south suburbs. Over the first three months of the campaign, it will produce nearly 3 million targeted advertising impressions. Additionally, we are sending a monthly email message to more than 13 thousand nurses in the same area, and every open nursing position found on the Methodist Hospitals website is now posted on Nurse.com.

12 Methodist Hospitals nurses and CNAs are participating in the campaign. Each has been interviewed and photographed for the campaign. They're being featured in online ads, on digital billboards and on flatscreen message boards throughout both campuses. You can read their profiles online at MethodistHospitals.org/nurses. Methodist thanks these nurses and CNAs for their participation:

- Julia Albrecht, RN
- Brandi Allen, RN
- Steve Brown, RN
- Tiana Davis, RN
- Kerrie Donovan, RN
- Beverly Gore, CNA
- Sophia Hunt, RN
- Amal Kabil, RN
- Melissa Lopez, RN
- Allena Lovelace, RN
- Fran Turner, RN
- Kelly Wieser, RN

We're grateful to these colleagues for their participation, and we invite you to participate, too. Check out Methodist's referral bonus program.



BRING US A **GREAT NURSE** like you



Call our Nurse Recruitment Specialists:
LEAH at 219-886-4685,
 or **DEBBIE** at 219-886-4295.

Get up to a **\$5,000 REFERRAL BONUS** if that nurse joins our team!

Nurses Making a Difference at Methodist Hospitals

Celebrating nurses and nursing throughout May



May 1 – May 31

Nursing Giving Back to Our Community

Donation containers will be placed in every nursing unit to collect items for Rainbow Shelter for Women, Gary.

Nursing Unit Celebrations

Nursing Unit Managers will select a day in May for their units to come together to celebrate each other as colleagues and our nursing profession as a whole.

May 6, 9:00am

Blessing of the Hands

May 9, 2pm-3pm – NLC Cafeteria May 10, 2pm-3pm – SLC Cafeteria

2021 Nursing Awards Presentation

- Nursing Excellence Award
- Outstanding Caregiver Excellence Award
- Friend of Nursing Award

May 11, 7am-12pm, 1pm-4pm – SLC Auditorium May 21, 7am-12pm, 1pm-4pm – NLC South Pavilion Auditorium

15-minute Chair Massages

May 16, 7am-5pm – NLC South Pavilion Auditorium May 17, 7am-5pm – SLC Auditorium

Scrubs on Wheels Scrubs Sale

May 16, 7am-5pm – NLC Main Lobby May 17, 7am-5pm – SLC Auditorium Hallway

Alliance of Colleges and Universities

- Purdue University
- Indiana University
- Indiana Wesleyan University
- Chamberlain
- Grand Canyon University
- Valparaiso University

May 25, 2pm-4pm, 7:30pm-9:30pm

Ice Cream Social

NLC – SLICK Conference Room
SLC – Southlake Pavilion B (CACS)

Congratulations to our April Daisy Award recipients

David Dziewicki, RN 5W2, Neurology

Here's what David said about receiving his award: "Obviously, I'm taken back! It's a good feeling to know that you are impacting someone's lives, and nice to have some recognition for it. Sometimes we get caught up in all of the negativity. It's nice to know that I made a difference in somebody's life at some point. So, I will drive-on with that and keep going!"



Amy Horvath, BSN, RN, CGRN Endoscopy

Here's what Amy's nominating patient said about her: "Amy was friendly, caring and compassionate, and made me feel comfortable right from the beginning. She explained everything that was going to happen with me and my procedure, explaining with words I could understand. I felt I could trust her and felt safe under her care."

