

# Healthcare Staffing

Where Communications Meets Growth Strategy

*Edge*

## 5 Ways to Expand Your Client Base

*Messaging That Moves—and Drives Results*

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## Your Competitive Edge

Welcome, and thank you for taking a few moments to explore this mini-magazine. I created it as a personal and professional introduction, designed specifically for leaders in healthcare staffing who want to communicate more clearly, connect more deeply, and grow with intention.

I've spent the better part of two decades immersed in this industry—first as an editor covering traveling nurses, allied health professionals, and locum tenens providers, then as a communications and marketing leader within locum tenens staffing, and now as Content Director for Locumpedia. What I've learned over the years is this: great staffing companies don't just place providers. They build relationships, shape perception, and tell a story of trust, expertise, and care.

From brand messaging to newsletter content, internal communications to recruitment campaigns, I believe every touchpoint is an opportunity to strengthen connection and drive results. Messaging isn't just about tone; it's about impact. It supports lead generation, nurtures trust, and helps set the stage for growth you can measure.

Communicating with clarity, consistency, and heart is both my passion and my goal.

Kind regards,



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# 5 Ways to Expand Your Client Base

*Messaging That Moves—and Drives Results*

BY BOBBI HARRISON

Most healthcare staffing firms focus on growth through marketing channels, sales outreach, and lead-generation tools. But behind every successful client acquisition strategy is one thing many firms overlook: strategic messaging.

You can work with an agency or create ads in-house, revamp your website, and set daily call/outreach goals for your recruiters. But if your message isn't clear, compelling, and aligned with your client base's needs, you'll miss the mark and likely leave money on the table.

Here's how refining your brand messaging can help you attract and retain more of the hospitals, clinics, and other healthcare facilities you're best equipped to serve:

## 1. Clarity Creates Confidence

If your external communications are vague or generic, decision makers may question whether you understand their specific needs. Clear, tailored messaging—on your website, social profiles, email campaigns, and proposals—gives facilities confidence in your capabilities and professionalism.

A physician recruiter at a hospital you've been hoping to work with wants to know exactly what you offer, how you work, and how you'll help them solve a problem. When your communication is crisp and targeted, it positions your firm as a confident, capable partner and that drives results.



## 2. Consistency Builds Trust

From credentialing policies to recruitment pipelines, healthcare staffing is detail-oriented and high-stakes. Facilities need to trust that you're reliable and aligned with their standards. That starts with consistent messaging.

Whether it's your tone, values, or service approach, delivering a unified story across all your channels, from pitch decks to job board listings, reinforces credibility. That kind of clarity breeds trust, and trust leads to contracts.

## 3. Emotion Drives Decisions

Hospitals, clinics, and practices may base choices on contracts and compliance, but emotional reassurance does play a major role. Your message should speak not only to what you do, but also to how you make their lives easier.

Facilities want to feel confident they're working with a partner who "gets it"—who knows the pressure they're under and can ease the burden. Strategic messaging connects on that emotional level by showing that you don't just fill roles—you support patient care, operational efficiency, and peace of mind.

### 4. Differentiation Sets You Apart

Healthcare staffing is a crowded field. To stand out, your messaging must articulate what makes your firm different not just better.

Maybe it's your responsiveness. Or perhaps it's the deep relationships your teams have cultivated with the providers you place throughout the country. Then again, it could be your thorough vetting or speed to submit. Whatever your differentiators, your messaging should make them impossible to ignore.

This is how you stop being seen as a vendor and start being viewed as a valued partner.

**When facility decision makers see themselves in your language, they lean in. That's what creates stronger partnerships and better business.**

### 5. Alignment Attracts the Right Facilities

You don't want every facility. You want the right ones, those that value your approach, work style, and commitment to the delivery of quality healthcare.

Messaging that reflects your firm's personality, values, and dedication to exceptional service helps filter your audience.

When facility decision makers see themselves in your language, they lean in. That's what creates stronger partnerships and better business.

### Clear Messaging Attracts Quality Clients

Your messaging isn't fluff; it's an important, meaningful business tool that sometimes gets put on the back burner or relegated to "soft skills land" because it's thought not to matter as much as the hard skills, like licensing, compliance, and sourcing. If that happens, it's a misconception and could impact your organization's revenue more than you may think.

When you refine how you talk about who you are and how you serve, you'll do more than attract leads. You'll attract the right clients, those incredible gems who see your value, align with your mission, and stick around.



*Bobbi Harrison is a marketing and communications professional with more than 20 years of experience in healthcare staffing, first as an editor for several B2B industry publications and most recently as a senior leader within locum tenens staffing. She is currently Content Director for Locumpedia.*



# THE CONNECTION BETWEEN EMPLOYEE ENGAGEMENT AND BUSINESS SUCCESS

BY BOBBI HARRISON

The term “employee engagement” is often tossed around as a trendy catchphrase. However, the connection people feel toward their organization, colleagues, and work is a vital component of a strong workplace culture. It is also a proven strategy that directly impacts a business’ bottom line.

Many firms rely on perks like free snacks, branded giveaways, or video game consoles, but these are not examples of true engagement. While appreciated, such gestures fail to foster the deeper relationships, recognition, and growth opportunities that genuinely create long-term commitment.

## The Ripple Effect of Engagement

When individuals feel valued and connected to their work, their loyalty to organizational objectives grows. Engaged team members are more likely to go above and beyond in their roles, leading to increased productivity and overall efficiency. This alignment between personal aspirations and company goals causes a ripple effect that benefits every department.

## The Financial Advantage

An enthusiastic and invested workforce can save organizations significant costs. High levels of buy-in reduce

absenteeism, improve retention rates, and minimize recruitment expenses. Moreover, companies with a motivated staff tend to deliver superior client experiences, driving repeat business and cultivating brand loyalty. These combined factors collectively contribute to sustainable growth and profitability.



### Building a Culture of Engagement

To promote a thriving workplace, leaders must prioritize connection, recognition, and growth. Here are actionable strategies to create an environment where employees flourish:

- **Endorse Open Communication:** Adopt transparent dialogue to ensure everyone feels heard and valued.

- **Recognize Achievements:** Celebrate both everyday efforts and major milestones to strengthen morale and reinforce a sense of purpose.
- **Encourage Professional Development:** Provide opportunities for training and career progression to help individuals build their skills and feel invested in their careers.

When leadership champions its people, the outcomes are clear. The organization becomes a place where individuals feel supported, motivated, and empowered to deliver their best work.

### The Key to Lasting Success

Promoting employee engagement is not just a business strategy. It also helps individuals grow, take pride in their work, and feel a genuine sense of belonging within the organization. By fostering a culture that values relationships, recognition, and development, companies can not only support their employees but also drive measurable results and achieve lasting success.



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# HOW I GOT HERE —AND WHY THAT MATTERS

BY BOBBI HARRISON

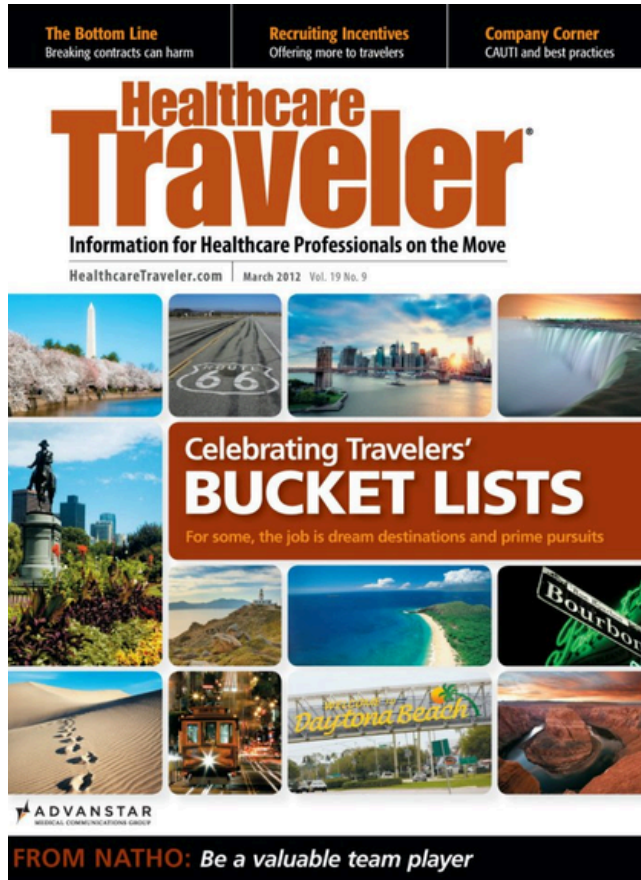
Before content was king, I was already writing for mobile healthcare professionals and locum tenens providers. My journey started prior to blogs becoming commonplace and Wi-Fi a workplace staple.

But even back then, one thing was clear: the providers I wrote for and about—as well as the recruiters and staffing leaders behind the scenes—were changing and saving lives.

I got my start as a staff writer, covering the adventures of travel nurses and allied health professionals. Over the

years, I rose to editor-in-chief, leading editorial for *Healthcare Traveler* and *LocumLife*, the first magazine dedicated to locum tenens providers. I was honored with a Gold Azbee Award by the American Society of Business Publication Editors and also served as managing editor of *Healthcare Management and Staffing Solutions*.

Eventually, I moved from covering the industry to working in it, helping staffing companies refine their marketing and communications initiatives, elevate messaging, and create campaigns that supported recruitment and retention.



**I worked at the intersection of storytelling and staffing for 20-plus years, over 10 of them remotely, in both editorial and marketing and communications leadership roles.**

The transition felt like a natural progression. I already understood the audiences. I knew the industry. And I had built strong, lasting relationships with staffing leaders and providers alike.

Since then, I've:

- Co-founded cultuRemedy, a scalable workplace culture consultancy designed to flex with evolving opportunities and priorities
- Launched the “Pay It Forward” Project, providing career transition support
- Written for platforms like *Sixty and Me*, focused on confidence, career, and relationships

I worked at the intersection of storytelling and staffing for 20-plus years, over 10 of them remotely, in both editorial and marketing and communications leadership roles. During that time, I was recognized with prestigious awards for being a top performer and leadership excellence.

I've also traveled to various offices, trade shows, and conferences, and even temporarily relocated when needed. But my best work? That happens right here, from my home office in New York, where strategy and execution come together.



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## Still reading? That says a lot.

If this mini-magazine resonated with you, I hope it offered a fresh perspective on how thoughtful, strategic communications shape connection, strengthen teams, and support growth.

This work reflects the approach I've developed over time. It's grounded in clarity, consistency, and a deep understanding of the healthcare staffing industry.

Thank you for your time,

*Bobbi*  
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