



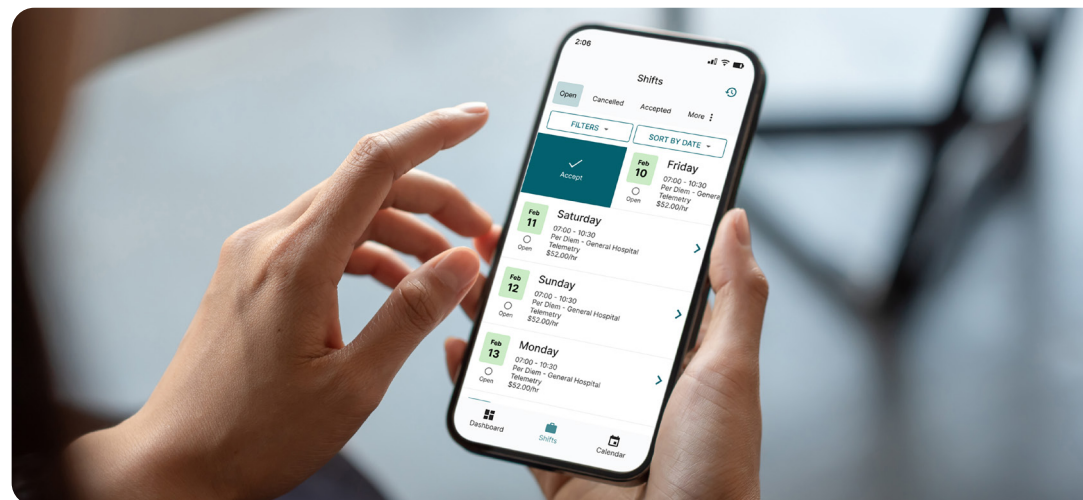
MEMORIAL HEALTH CASE STUDY

How Memorial Health increased fulfillment by 38% with Shifts

Learn how Memorial Health's partnership with Shifts improved their fulfillment rates and reduced their error rates across the system.

Key outcomes

- ⬆ 38% increase in shift fulfillment
- ⬇ 72% decrease in error rate
- ⬆ Increased employee engagement



Introduction

Memorial Health is a leading not-for-profit healthcare organization based in Springfield, Illinois. With a broad network of inpatient, outpatient, home health, hospice, behavioral health and primary care services, Memorial Health serves communities across central Illinois.

The challenge

Before partnering with Shifts, Memorial Health faced challenges managing open shifts and needed a more unified, flexible solution to coordinate float pools across 21 units and multiple specialties. Their previous process was fragmented and manual, relying on broadcast messages, Workplace groups, phone calls, emails and spreadsheets, making it difficult to track fulfillment, coordinate backfills and communicate efficiently. The disjointed system created administrative strain, increased labor costs and led to staff frustration due to limited visibility.

Additionally, they aimed to improve fulfillment rates and reduce spending on shift incentive pay through a more streamlined scheduling approach.

Key outcomes

Currently, 21 units within Memorial Health's system have adopted Shifts to support clinical licensed and clinical non-licensed pools. They have seen measurable improvements since implementing Shifts:



38% increase in shift fulfillment: Shift fulfillment jumped from ~45% to over 62% after moving from Workplace to Shifts. This increase has remained steady across multiple schedule cycles.



72% decrease in error rate: Under prior processes, Memorial Health's error rate hovered around 0.170%, highlighting how manual and inefficient their former system was. When even the smallest mistake can have an outsized impact on operations, error prevention is critical. After implementing Shifts, Memorial Health's error rate dropped by 72%.

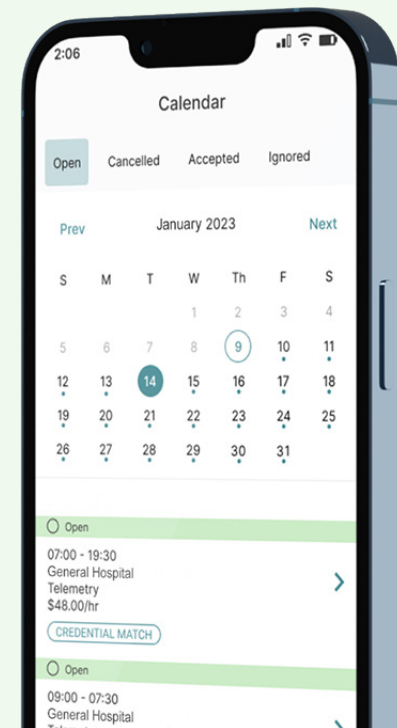


Increased Employee engagement: Because of how easy it is to claim shifts on the app, unexpected staff types (such as administrative employees with clinical licenses) began picking up shifts — broadening Memorial's labor pool without additional recruitment efforts.

Kyle Kesinger, Memorial Health's Director of Business Operations, recalls, "It was kind of shocking some of the names that I saw... people that I know worked in administrative roles who are RN certified, all of a sudden they're picking up bedside shifts because they could just swipe a button to do it. I'm like, wow."

"The Shifts team was a pleasure to work with. They were able to meet every request that I could throw at them. I made a lot of really complex asks and we came up with a really effective solution that also made it easy to expand to other specialties and teams."

– Kyle Kesinger, Director of Business Operations, Memorial Health



Transitioning off Workplace from Meta

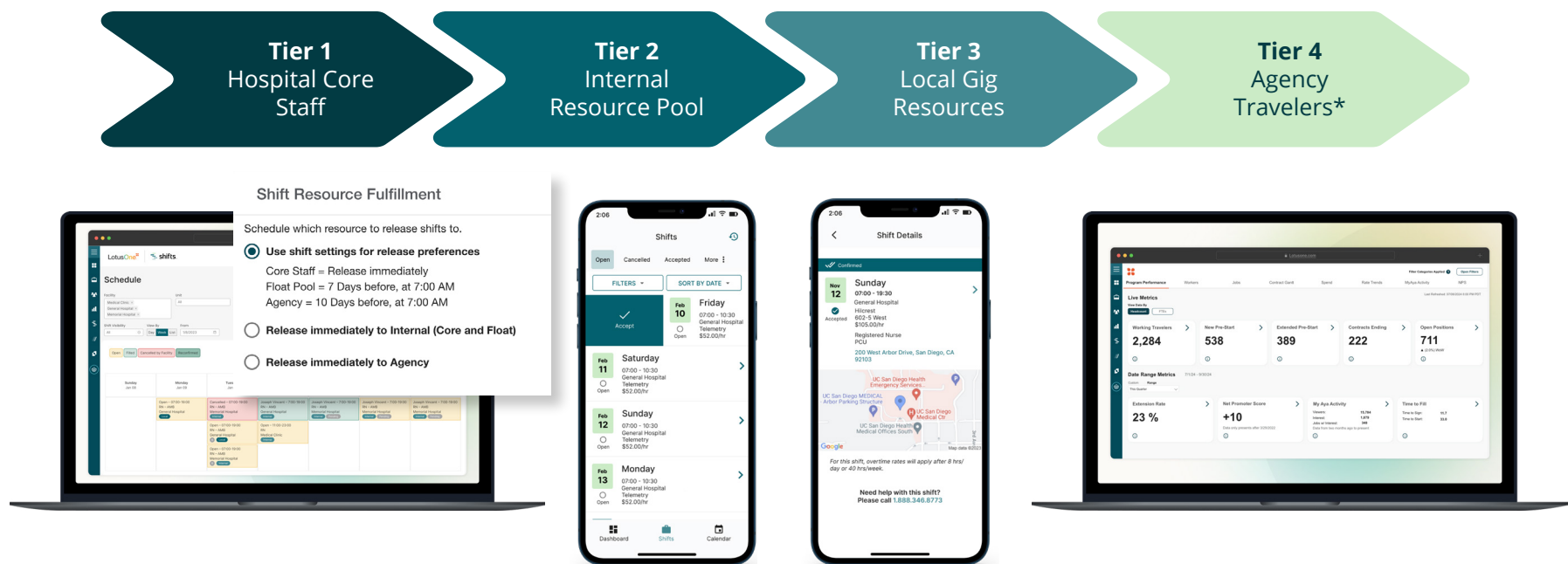
For several years, Memorial Health used Meta's Workplace to post and manage open shifts. Each inpatient nursing unit was part of a central group, managed by the Operations team, where shifts were posted and claimed via Facebook comments.

Kyle explained, "We created a process involving our Central Scheduling and Staffing Office. We would post shifts and people would comment to claim shifts, and our

team had to edit the original post and manually type each name to show that a shift had been claimed." It was an inefficient, labor-intensive process.

In May of 2024, Memorial Health received notice that Workplace was shutting down. They knew they needed a new tool — one that was designed to support healthcare open shift management. They chose **Shifts**. "Workplace was never meant to do what we were asking it to do," added Kesinger. "Shifts is far more intuitive."

Dynamic Approach to Contingent Labor



**With Shifts, you can fill staffing gaps efficiently by releasing shifts to internal resources first (like core staff and float pools) before escalating to external gig workers and agency travelers.*

How Shifts helped Memorial Health achieve their goals

Memorial Health chose Shifts to implement a streamlined, scalable open shift management solution tailored to their needs. With Shifts, Memorial Health is able to use a tiered approach to release shifts to their internal resource pool before opening them up to travelers and contingent workers.

CUSTOM ENHANCEMENTS

While the core features of the Shifts application remained intact, several key enhancements were introduced to align with Memorial Health's operational goals:

Customized Reporting & Filters: The Shifts team developed specialized filters and reporting capabilities to enable scalable specialty mapping that supported overlapping roles and expansion across new departments.

Simplified Integration: Given Memorial Health's limited IT bandwidth, the Shifts team implemented a flat-file exchange to sync app users and maintain data accuracy between Memorial Health's scheduling system and Shifts. This lightweight integration supported full adoption of Shifts while laying the groundwork for deeper integrations in future phases.

Through close collaboration with Memorial Health, we ensured that the Shifts application delivered immediate value and was built with the flexibility to integrate with the new scheduling platform they're considering.

Plans for expansion

The Shifts app is gaining attention from other groups in the Memorial Health system. Kyle plans to meet with other leaders who've been struggling with scheduling to see if Shifts might be a good solution, sharing, "Other departments know that our inpatient nursing units have had success

with Shifts, so my next step is to meet with them to say, 'Hey, here's how we've used it. Do you think this could help you?'"

Kyle and the Memorial Health team are also continuing to work closely with Shifts on their wishlist items to further increase adoption and scale their processes.

Based on early success across nursing units, the partnership between Memorial Health and Shifts is positioned to grow, unlocking greater scheduling efficiency across the system.

Contact us

Interested in joining leading organizations like Memorial Health using Shifts to improve open shift management? **Contact our team** to learn more.

