



INNOVATIVE STRATEGY INITIATIVES

Submitted: February 2005

Organization:

**South Florida Hospital & Healthcare Association's
Nursing Shortage Task Force
6363 Taft Street, Suite 200
Hollywood, FL 33024**

Title of the Innovative Strategy

Make the Career Move of a Lifetime

Motivation for the Innovative Strategy

Our motivation is to encourage nurses to relocate to south Florida.

Description of the Innovative Strategy

We have produced brochures and video, showing the beauty of the area, the wealth of jobs, schools and communities in which to live. We have nurses from our area describing their broad choice of nursing jobs and facilities in which they work. We compare salary and cost of living with other states and other metropolitan areas. We also point out that if you want the glamour of Miami, it is there, but we also have small towns in our area. We receive requests from nurses from all over the country for our information packet.

We advertise in nursing publications throughout the country and exhibit at nursing conferences. We include a listing of our members and their web-sites and human resource departments. We also have all of our information on our web-site.

Supported by

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