



CASE STUDY
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From staffing struggles to efficiency: Townsen Memorial's \$46K savings and 96% shift fill rate with Medely

Insights from:

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Executive Summary



OVERVIEW

Townsen Memorial Hospital's rapid expansion brought staffing challenges that put operational efficiency and patient care to the test.

CHALLENGES

- Traditional staffing methods couldn't keep up with increasing demand
- Last minute gaps leading to inconsistent coverage
- Rising labor costs

SOLUTION

Medely provided a flexible workforce solution that allowed Townsen to:

Save \$46,566

Save \$46,566 (16%) in just three months compared to traditional agencies, optimizing labor spend.

Fill 96% of shifts

Fill 96% of shifts within an average of nine minutes, minimizing canceled procedures.

210 Favorites

Maintain a consistent workforce of 210 favored professionals, improving continuity.

By leveraging Medely's technology-driven staffing approach, Townsen not only solved its immediate workforce challenges but also enhanced long-term workforce stability and efficiency.



Background

About Townsen Memorial Hospital

A key part of Townsen Memorial Health System, Townsen Memorial Hospital serves over 100,000 patients annually across multiple locations. With a commitment to high-quality, individualized care, the hospital needed a staffing solution that could match its rapid growth without compromising on patient experience.

The challenge

As Townsen Memorial Hospital expanded, opening new hospitals and surgery centers, staffing became a critical challenge. The hospital needed to:



Fill shifts quickly without scrambling at the last minute



Ensure staff consistency to maintain high-quality patient care.



Reduce reliance on expensive, inefficient traditional agencies.



“Even if you had the perfect, ideal candidate pool, you can’t onboard that many staff at one time successfully and get them all trained and up to speed. Medely really helped supplement our staffing needs during a period of significant growth.”

Angela Benoit
CNO



The solution

A Flexible Workforce Powered by Medely

To address Townsen's staffing challenges, Medely implemented a technology-driven staffing solution focused on three key areas:

1

Staffing consistency with flexibility

Townsen selected pre-vetted, local healthcare professionals from Medely to maintain continuity while retaining the flexibility to scale staffing as needed.

2

Maximizing coverage to optimize revenue

By ensuring facilities remained fully staffed, Townsen was able to handle higher surgery volumes and provide uninterrupted patient care.

3

Enhanced efficiency through automation

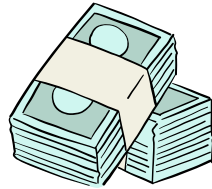
Medely's platform streamlined scheduling and credentialing, enabling faster, smarter staffing decisions.

Impact

Medely's solution delivered immediate, measurable results for Townsen:



593 shifts filled



\$46,566 saved compared to traditional agencies



96% of shifts filled in under 9 mins



210 favorited pros



“The assignment feature has really been a positive. It allows leaders to do a little bit of interviewing and make sure they’re choosing someone who’s going to be a good fit for the team. It also helps our providers by ensuring they have someone consistent working with them.”

Angela Benoit



Key outcomes

1. Staffing success & workforce stability

By leveraging Medely's assignment feature, Townsen built a more reliable, consistent workforce, enhancing teamwork and improving patient care. Medely professionals quickly adapted, seamlessly integrating into Townsen's team and earning a reputation for being highly skilled and dependable. Several Medely pros were even converted to full-time staff, further strengthening workforce stability.

"What stood out to me was how quickly Medely pros adapted. They came in **ready to work**, already **highly skilled**, and fit right into our team. Many of them became our **go-to professionals**, and we now rely on them as **part of our extended team.**"

-Angela Benoit

2. Dedicated support & self-service convenience

Medely provided Townsen with a dedicated account resource to oversee all their facilities, streamlining staffing processes and offering proactive support. "Having Amelia as our dedicated resource has been incredibly helpful. There was a recent instance where we faced a staffing challenge, and without me even mentioning it, one of our managers had already spoken to Amelia. That level of support makes a big difference," explained Benoit.

At the same time, Townsen's team took advantage of Medely's dashboard for quick, on-the-go staffing management.

"When you're sitting with your charge nurses evaluating staffing for the next week, you don't want to be texting or calling [to fill a gap]. The ability to quickly put in shift requests right from the platform is a huge time-saver," said Benoit.

Key outcomes



3. Data-informed staffing decisions

To help Townsen make more informed staffing decisions, Medely introduced Executive Business Reviews (EBRs) — comprehensive reports that provide a deep dive into staffing trends, provider performance, and overall workforce management.

These reviews equipped Townsen leadership with the data needed to advocate for strategic staffing decisions with the executive team, align agency utilization with patient volumes and key performance indicators (KPIs), and track the success of onboarding and managing Medely professionals over time.

"The Executive Business Reviews are **essential** for tracking our progress. They help me **advocate for nursing** and show the executive team how we're **optimizing agency usage.**"

-Angela Benoit

4. Operational & financial efficiencies

Medely's solution delivered significant operational and financial efficiencies for Townsen. From October to December 2024, the hospital saved \$46,566 — a 16% reduction compared to traditional agencies. The streamlined onboarding process not only brought staff up to speed faster but also reduced administrative workload,

freeing up time for the team to focus on patient care.

Additionally, Townsen optimized labor spending by using real-time staffing data to make more informed decisions, ensuring resources were allocated efficiently.



Conclusion & key takeaways

Through strategic collaboration with Medely, Townsen Memorial Hospital successfully scaled operations while maintaining quality patient care.

Medely's flexible, technology-driven staffing solution provided the efficiency, consistency, and cost savings needed to sustain rapid growth.

Looking ahead, continued collaboration offers even more opportunities to enhance workforce readiness and optimize staffing strategies.

Ready to see how Medely can help your hospital scale efficiently?

Get started