



NMC requires the assistance of an advertising agency in identifying highly qualified candidates for various hard to fill healthcare positions within the organization. The agencies selected to perform these services have a significant number of years of experience specific to the Health Care Industry. Natividad Medical Center has an average of 15-20 active recruitments for hard to fill positions such as Nurse Practitioners, Nurses, Physical Therapists, Occupational Therapists and other various clinical positions year-round, which require extensive advertising outside of our local area. In addition, NMC has successfully recruited several executive and manager level positions to eliminate the need for consultants to include positions such as Director of Surgical Services, Chief Medical Officer, Chief Nursing Officer & Nursing Director of Emergency Department, where a national search was performed to identify qualified individuals.

As a result of the number of active recruitments, and the difficulty of filling them, NMC utilizes the services of this ad firm to assist with placing a significant number of online, newspaper, and direct mail ad campaigns to find qualified candidates to meet the needs of the facility and provide quality patient care.

**OTHER AGENCY INVOLVEMENT:**

County Counsel has reviewed and approved this amendment No. 4 as to legal form and risk provisions, and the Auditor-Controller has reviewed and approved as to payment provisions. This amendment No. 4 has also been reviewed and approved by NMC's Finance Committee on May 5, 2017 and by its Board of Trustees on May 5, 2017.

**FINANCING:**

The cost for this amendment No. 4 is \$200,000, all of which shall be included in the Fiscal Year 2017-18 Recommended Budget. There is no impact to the General Fund.

**BOARD OF SUPERVISORS STRATEGIC INITIATIVES:**

Economic Development

Administration

Health and Human Services

The services rendered in this agreement provide NMC with the additional support it needs to be able to provide reliable and quality patient care which improves the health and quality of life for patients and their families.

Infrastructure

Public Safety

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Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments:

Spin Recruitment Inc Amendment 4

Spin Recruitment Inc Agreement thru Amendment 3

Spin Recruitment Inc Spend Sheet

Attachments on file with the Clerk of the Board