



Successful International Recruiting from the Philippines

Why International Recruiting

Chronic Nurse Shortage

- We all know the problem – what's the long term solution ?
- Expensive recruiting fairs produce very little results
- There aren't enough new graduates

Did you know

- High quality nurses are available overseas
- Some countries are producing more nurses than they can productively use

Dispelling the Myths

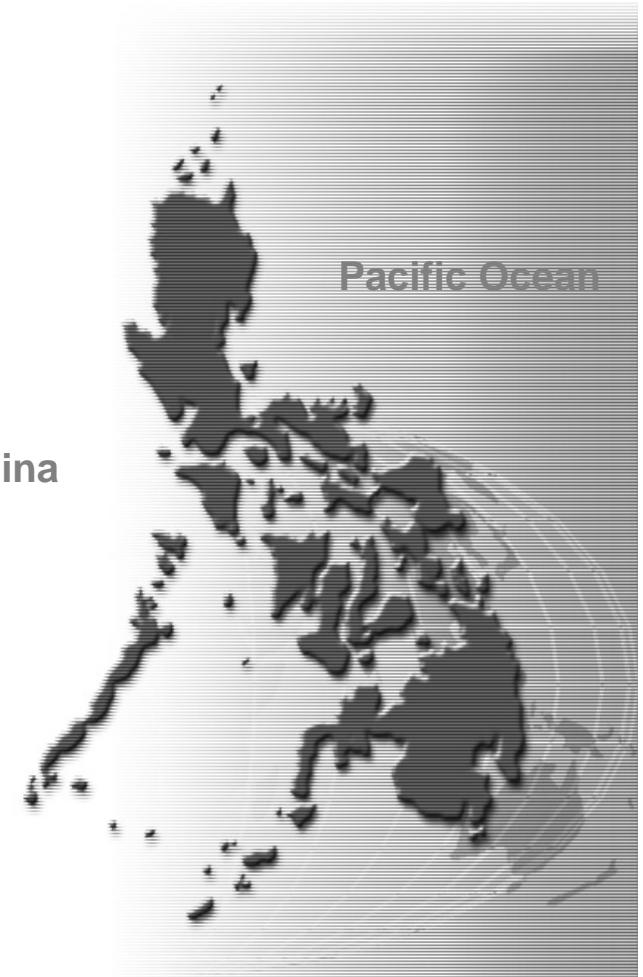
- Foreign nurses are required to meet and exceed the same educational standards as US nurses
- Tests and educational reviews are administered by the State Board of Nursing & Government appointed agents
 - Tests of clinical competence – CGFNS & NCLEX
 - Tests of comprehension, written and verbal skills in English – TOEFL, TWE, TSE, & IELTS

The Philippine Advantage

The Philippines ...

... where the Pacific
Ocean meets the South
China Sea.

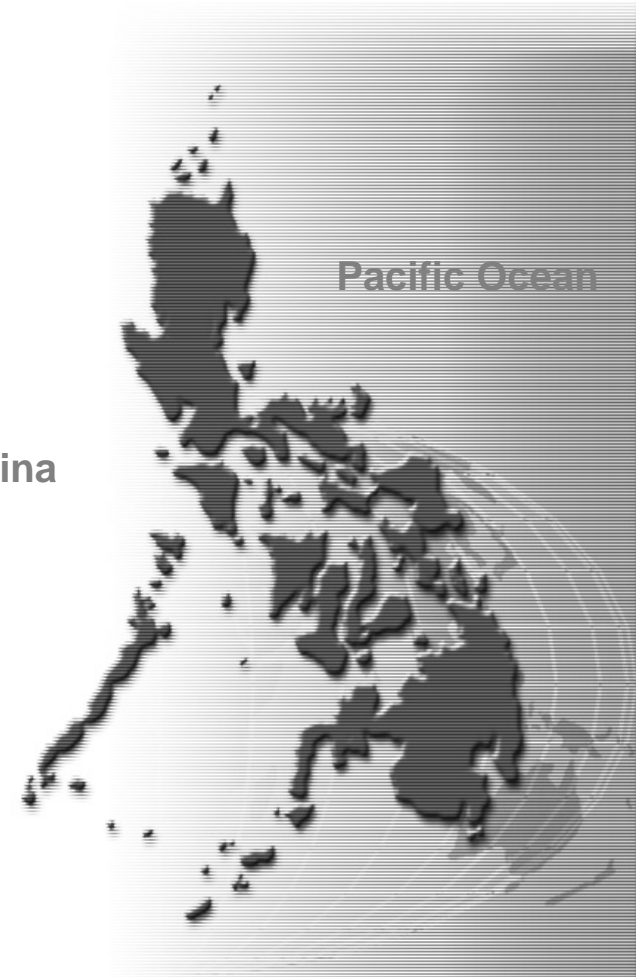
South China
Sea



The Philippine Advantage

- Responsive HealthCare Environment
- Supportive Educational and Social Context
- Good Infrastructure
- Ease of Doing Business

South China
Sea



Responsive HealthCare Environment

- Highest literacy rate in Asia
 - 94.6% (source: CIA World Fact Book 2000)
- English *is* the language of HealthCare
 - Contracts, Letters, Government forms
- Adoption of US HealthCare practices almost universal



Responsive HealthCare Environment

- Strong well-regulated HealthCare environment
- Predictable judicial and legislative environment
- Largely deregulated economy
- Positive work attitudes
 - Work well in a team environment
 - Positive approach towards collective or team responsibility



Supportive Educational & Social Context

- High number of college graduates
 - 350,000 per annum (source: Philippine Commission)
 - Over 15,000 nursing graduates annually
- Excellent colleges and universities
 - Many are accredited with US colleges
 - Sound Nursing courses and curricula
- Nursing is widely regarded as an elite career
- Homogenous religious & cultural environment



Good Infrastructure

- Good base Telecommunications structure = Good Communication
 - Telecommunications deregulation led to dramatic improvements in the quantity and quality of telecommunications facilities
 - Availability of high speed data lines – VPN, T & E grade lines and frame relay are all readily available
 - Multiple connections to regional and intercontinental hubs
 - Many of the major telcos are operating in the Philippines – AT&T, MCI, Cable & Wireless
 - Voice over IP readily available
 - Videoconferencing over IP available
- Excellent cell phone networks
 - High availability – nationwide
 - Low prices (by world standards)
 - Provides excellent contact facilities with Nurses



Good Infrastructure

- Central location of business and government
 - One major city to do business
 - One major location for Nurses
- Travel
 - International airport linked by arterial expressways
 - Serviced by most of major airlines
- Excellent Hotel Infrastructure
 - All the major Hotel Chains represented
 - Philippine hotels consistently receive awards for quality
 - Philippine hospitality is legendary



Ease of Doing Business

- Visas
 - 21 Day visa given on arrival
- Direct Flights
 - Direct flights from San Francisco and Los Angeles
- High quality business centers are available in all five star hotels and long stay apartments
- English is spoken at every level of society – from hotel check-in to your hamburger order

Experienced, Professional Recruiting Partner

Successful International Recruiting requires the right partner – what to look for in a partner

- Presence – it is impossible to manage candidates through a long term visa process without a permanent presence, where ever the candidates live and work
- Commitment – International Recruiting needs to be their specialty, not a recently announced offering
- Scale – International Recruiting needs scale and resources to be done effectively. Resources are required for broad spectrum - Visa Processing, Recruiting, Training and Education
- Process – With scale comes Process – look for a sound professional process

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