



PRESS RELEASE

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For Immediate Release

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Advantage RN Helps Hospitals Address Nurse Shortage and Optimize Bed Capacity

Company's Rapid Growth Rate Recognized by Industry Experts

West Chester, Ohio (September 9, 2009) – Every 13 weeks or so, Richard and Sherri Moore have the luxury of choosing a new place to call home. This summer they lived in Monterey, CA. The fall will be spent in Anchorage, AK. They're not sure where the winter will take them, but it's likely to be a warm, sunny location. And the best part: it's all in a day's work for the couple.

The Moores are travel nurses employed by Advantage RN (www.advantagern.com), one of the country's fastest growing staffing companies. The couple is placed for 13-week assignments in hospital critical care units across the U.S., where they enjoy challenging work and the adventure of their nomadic lifestyle.

"People are lining up with tour guides to do what we do," said Richard. "We can get away when the weather gets cold or when the hurricanes are ready to hit."

Just as happy with the arrangement are hospitals that can efficiently meet any of their critical nursing needs with experienced, highly qualified and rigorously screened personnel – despite the nationwide nurse shortage projected through 2020. With the

help of a Joint Commission-certified company such as Advantage RN, hospital administrators can avoid the time and expense of recruitment, hiring, background checks, training, and salary-package negotiations. "With travel nurses, there is always a ready supply of talented, up-to-speed people," Moore said. "We hit the ground running."

The travel nurse niche emerged about 15 years ago. "Travel nurses have become instrumental in addressing a variety of needs for hospitals," said Advantage RN CEO Matt Price. "When the census increases, or if manpower is needed to run a new unit until permanent employees can be hired, a travel nurse is a viable option. Instead of bringing on permanent employees and spending the resources to train them and then letting them go if the census declines, the hospital can work with a company like Advantage RN to meet their temporary staffing needs." Price continues, "Although there is currently an easing of the nurse shortage due to the economy, the benefits of hiring an experienced, high quality nurse ensures the continuity of patient safety and optimized bed capacity required by hospitals in any economy."

Serving 350 hospitals nationwide, Advantage RN generated nearly \$50 million in revenues in 2008. In business since 2003, the company was recently named the country's sixth fastest growing healthcare staffing company for 2008 by Staffing Industry Analysts of Los Altos, CA (www.staffingindustry.com). With its five-year averaged annual growth rate of 51 percent, Advantage RN was recognized as one of the top 25 largest healthcare staffing companies in the U.S. and among the top 15 largest travel nurse staffing companies of the estimated 300 in business.

Advantage RN employs 30 recruiters who find qualified nurses, therapists, and operating room technicians through various recruitment channels such as publication and online advertising, national trade shows, and an incentive-based referral program. The company's Joint Commission certification ensures that its travel personnel are

immediately ready to meet client hospitals' most stringent professional credential requirements.

Advantage RN has recently launched a new division, Advantage Locums (www.advantagelocums.com), in response to yet another need in the healthcare industry: doctors. "Locum tenens" is a term used to describe physicians and other healthcare providers who work in temporary positions at hospitals, clinics and medical practices. They fill vacancies created by vacations, medical and continuing medical education leaves, retirements or newly created positions. Some 30,000 physicians are placed as locum tenens each year.

"Our conversations with many client hospitals prompted us to research the locum tenens industry, where we found that the demand for physicians is growing," said Price. "Advantage Locums will focus on providing highly qualified physicians in the areas of family practice, emergency medicine, hospitalist, internal medicine and pediatric care. Nurse Practitioners and Physician Assistants will be recruited and placed as well."

Headquartered in West Chester, OH, just north of Cincinnati, Advantage RN has employed almost 500 registered nurses and operating room technicians, as well as 80 associates, in its Ohio, North Carolina, Florida, Nebraska and Wyoming offices.