CB FutureFocus™

THE RIGHT DATA, THE RIGHT FIT, THE RIGHT PEOPLE.

You've never been able to see the pipeline of emerging NLRNs before.

A vast majority of hospitals have a pipeline of emerging newly licensed registered nurses that has been hiding in plain sight for decades.

## This pipeline can now become visible to all hospital stakeholders.

You offer clinical experiences to nursing students throughout their educational journeys. This continuous throughput of students creates a significant pipeline of emerging nurses — and **a pipeline full of data** that allows visibility into the collective quantity and specific qualities of each individual. Now, healthcare employers like you can proactively **identify and connect with candidates** long before graduation — allowing you to **see them**, **qualify them**, **engage them**, and ultimately **hire them**. And, because you hire them based upon who they are, what they're good at, and where they want to be, you can better forecast the **success of each individual**.

INTRODUCING
CB FutureFocus™

CB FutureFocus™ makes the pipeline possible. Through **integrated data** that spans an **individual's educational journey**, healthcare employers that participate in clinical rotations can now have early **end-to-end visibility** into the individuals that will become nurses. **CB FutureFocus™** humanizes the emerging NLRN supply chain, giving you visibility into an individual's unique **aspirations**, **skills**, **desires**, **competencies**, **goals and dreams**.
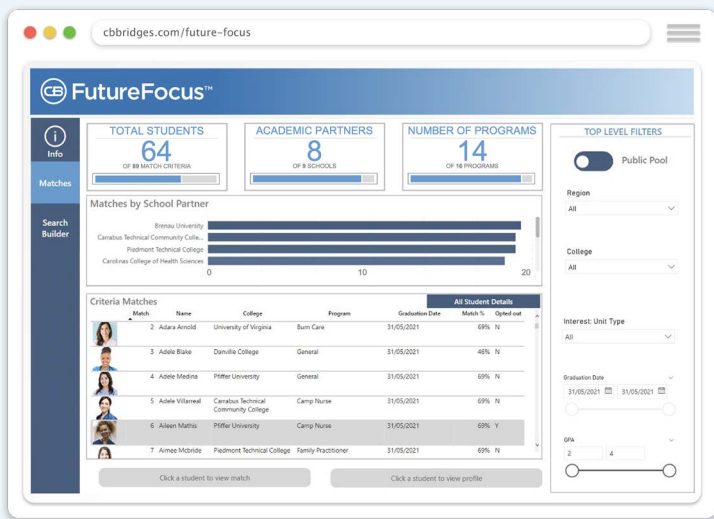
CB FutureFocus™ represents and benefits the individual, displaying only what nursing students have expressly granted permission for healthcare employers to see. For nearly **25 years**, the complexities of personal data regulation have been our business. It's why **70 percent of the nation's nursing programs trust us** to keep their students' data **safe** and make sure they are **compliant** with all applicable regulations.

Uncover your hidden pipeline with **CB FutureFocus™**

- ✓ Gain end–to–end pipeline **visibility** and **transparency**

- ✓ Access students for their **entire educational journey**

- ✓ Collect **meaningful data** early and often

- ✓ Improve **efficiency** and **quality** of recruitment efforts

- ✓ Leverage your academic department's existing relationships with multiple nursing schools for **true supply chain collaboration**

- ✓ **Reduce disruption** from poor retention

- ✓ Measurably **improve the placement and retention** of newly licensed registered nurses

- ✓ **Reduce costs** of implementing short–term solutions

- ✓ **Maintain full compliance** with all data privacy and use regulations

- ✓ **Differentiate your hospital brand** from competitors in the eyes of individual nurses

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