

## **New Alliance Launches Subscription Program to Promote Ethical Recruitment Practices of Foreign-Educated Nurses**

Free Pilot Program Centers on Voluntary Code of Conduct that  
'Raises the Bar' in Corporate Responsibility for Recruiters and Employers

(Washington, DC)— *May 15, 2010*. The Alliance for Ethical International Recruitment Practices (Alliance) has launched a new subscription program for organizations that agree to follow a Voluntary Code of Conduct that ensures ethical, responsible, and transparent recruitment practices of foreign-educated nurses to the United States. Recruitment firms and employers who subscribe to the program will be demonstrating their commitment to self-regulation and recognition of the benefits that stem from conducting business within a framework of social responsibility.

“By taking this step, Alliance subscribers can be part of the emerging trend toward corporate responsibility,” commented Patricia Pittman, Ph.D., chair of the Alliance. “We believe this model, which is global in nature and yet does not require a huge bureaucracy, can transform international healthcare recruiting and set an example for other fields of recruitment.”

Pittman pointed out that the Alliance neither endorses nor opposes the recruitment of foreign-educated nurses, but has been able to bring together groups with differing points of view to create an ethical framework for when such recruitment takes place.

During the one-year pilot phase of the new program, from May 2010 to May 2011, employers and recruiters can participate in the subscription and monitoring process at no cost. Upon completion of the pilot, subscribers will be charged a fee on a sliding scale.

Subscribers to the Voluntary Code of Conduct for the Ethical Recruitment of Foreign-Educated Nurses to the United States (Code) agree to comply with minimum standards, strive to achieve best practices and fully cooperate with the Alliance’s monitoring and remediation process. Potential subscribers include recruiting firms who contract with foreign-educated nurses in a source country to facilitate migration to the United States and placement in healthcare employment, staffing agencies that recruit and employ foreign-educated nurses who are already in the United States, and the hospitals, health systems and long-term care organizations that employ foreign-educated nurses.

“The Code represents a ‘stamp of approval’ to the healthcare community as well as external and internal stakeholders,” said Lydia Ostermeier, vice president of the National Association for Healthcare Recruitment. “By adhering to the Code, Alliance subscribers can set themselves apart as preeminent healthcare leaders and help raise the bar for recruitment excellence, as measured by objective evidence and established best practices.”

The new subscription process consists of two phases. In Phase I, potential subscribers submit an online application and either an administrative plan for Code compliance or a narrative establishing current compliance. Provisional Subscribers have up to six months to implement the plan and request an interview with the Alliance for certification. Organizations that submit a narrative establishing current compliance will be contacted by the Alliance to arrange a certification interview. In Phase II, organizations that have completed the provisional phase successfully and agree to abide by the Alliance’s monitoring process, including remediation if necessary, are then awarded Certified Subscriber status.

These Certified Subscribers are then listed on the Alliance's Web site and allowed to use the Alliance's certification seal in their promotional materials.

Foreign-educated nurses and other parties involved in the recruitment process will be encouraged to access the Alliance's Web site to find the code-compliant Certified Subscribers who have committed to ethical recruitment practices and to submit reports about their own experiences.

The Code has already been endorsed by a number of foreign and domestic nursing organizations, healthcare recruiters, unions, and employers. Any organization that engages in the recruitment of foreign-educated nurses, directly or indirectly, can apply to become an Alliance Subscriber starting May 15, 2010.

More information on the subscription process, a copy of the Code, a list of endorsing organizations and background studies are available for download on the Alliance's Web site, [www.fairinternationalrecruitment.org](http://www.fairinternationalrecruitment.org).

**About the Alliance for Ethical International Recruitment Practices:**

The Alliance for Ethical International Recruitment Practices is a non-profit organization that aims to ensure that recruitment practices of foreign-educated nurses to the United States are ethical, responsible, and transparent. The Alliance is governed by a multi-stakeholder board that includes six sectors: unions, professional associations, and foreign nurse associations, employers, recruiters, and licensure bodies. It was created to promote and monitor compliance of the Voluntary Code of Conduct for the Ethical Recruitment of Foreign-Educated Nurses to the United States (Code).

The Alliance was formed in response to concerns that have been raised around the world about the active recruitment of foreign-educated nurses. Issues that have arisen include the impact of this activity on source countries' health systems, the labor rights of nurses being recruited, and the adequacy of clinical and cultural orientation programs once they arrive in the United States.

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