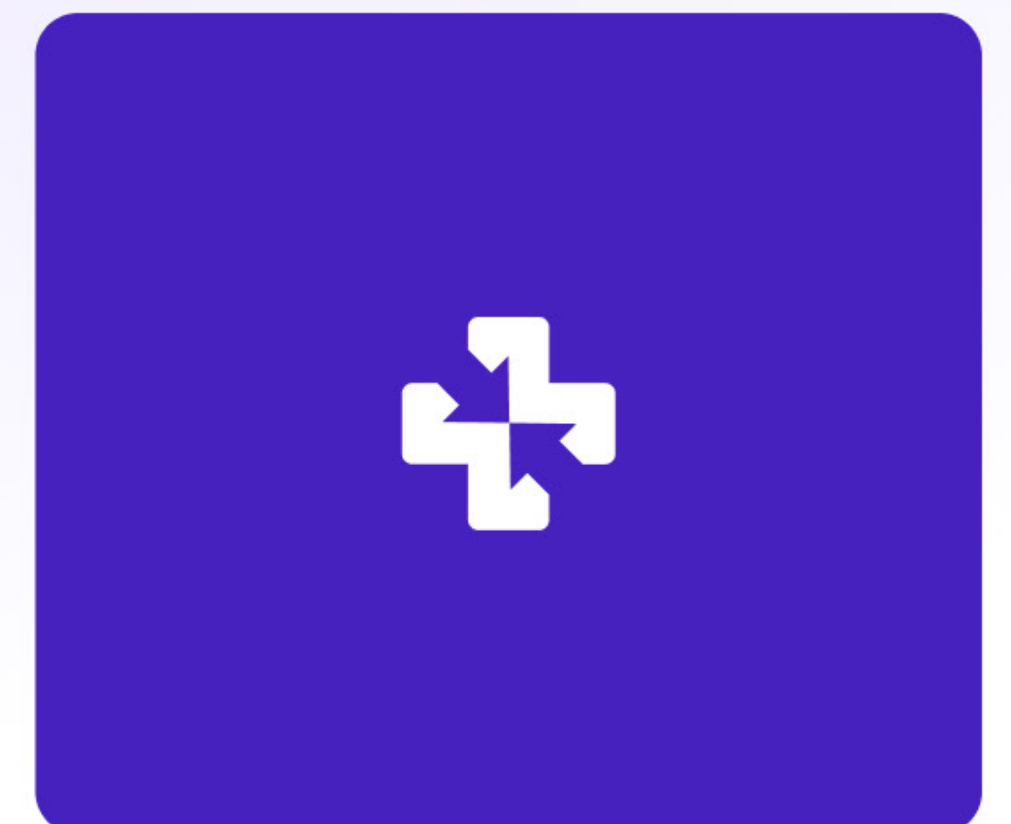
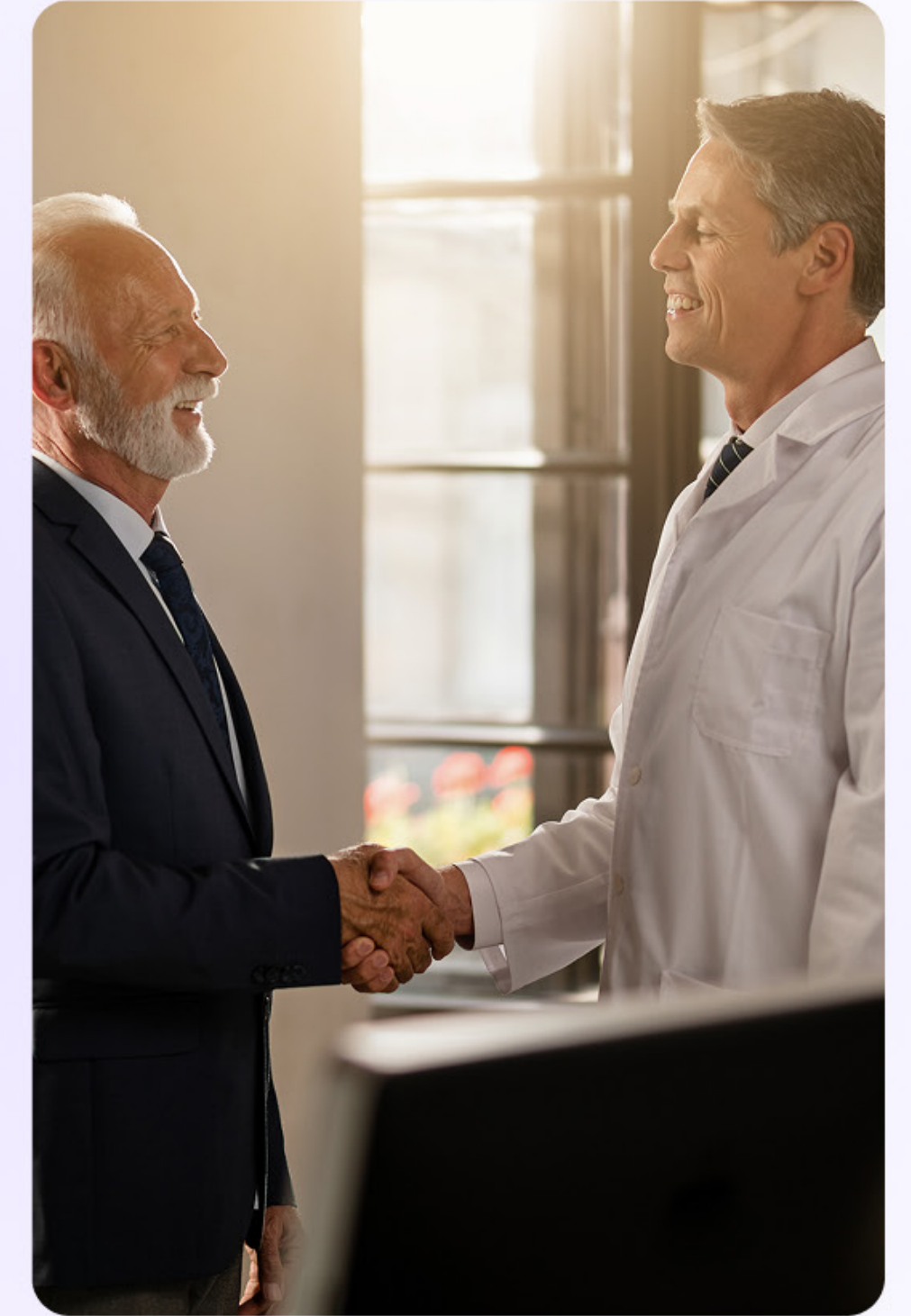
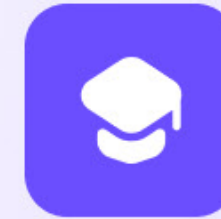




3 Reasons Universities Use Clinical Placement Support



How leading programs are adapting to placement constraints, rising costs, and growing enrollment demands



Clinical placements have become one of the most complex and limiting parts of running a successful nursing program.

Between increasing competition for sites, preceptor fatigue, and growing enrollment pressure, **many universities are rethinking how placements are secured and managed.**

As a result, more institutions are incorporating placement support partners into their model.

Here are the three primary reasons why.



1. Capacity Constraints Are Limiting Growth

⚠️ The Problem

- 👩 Clinical sites are saturated
- 👩 Preceptors are overextended
- 📈 Competition between programs is increasing

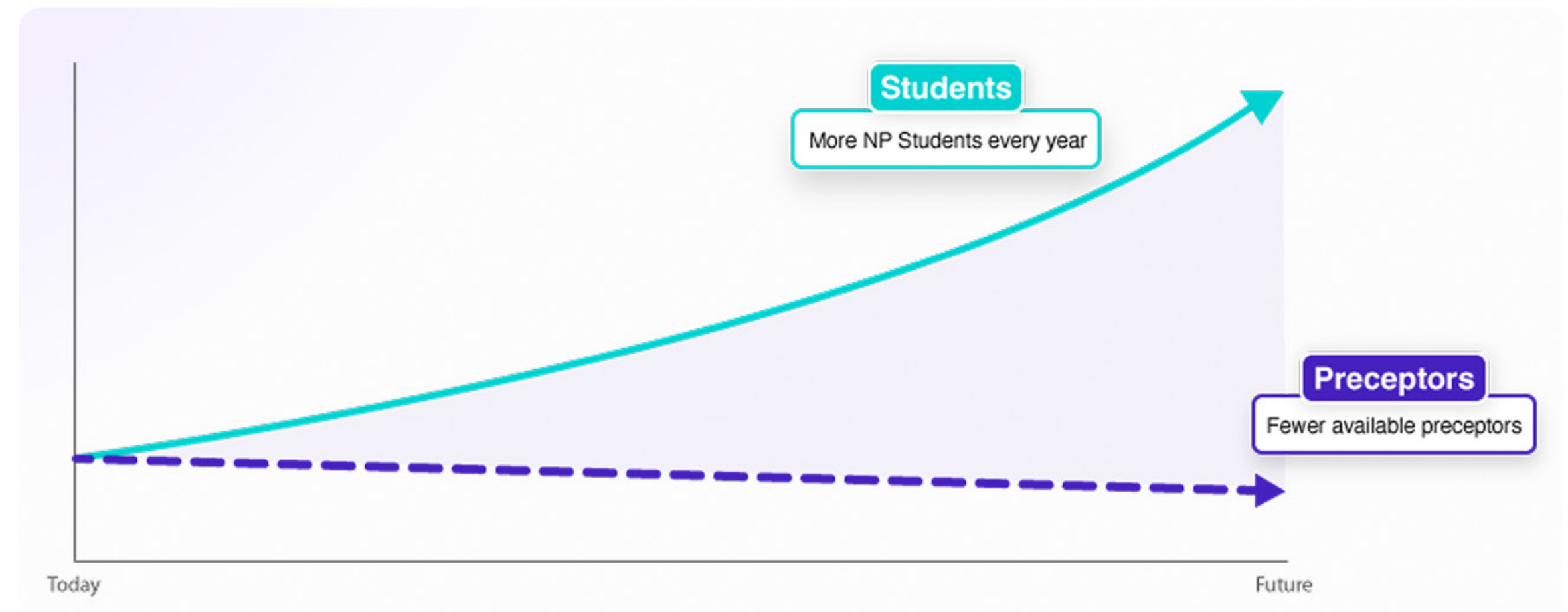
Even strong programs with established relationships are:

- ❌ Losing placements
- 📉 Struggling to scale
- 🕒 Delaying student progression

⚙️ Why Universities Use Support

Placement partners help:

- ✓ Expand access beyond existing networks
- ✓ Identify new sites and preceptors
- ✓ Stabilize placement availability across cohorts



💡 Takeaway

Universities don't adopt placement support because they lack relationships; they do it because relationships alone are no longer enough to meet demand.



2. Operational Complexity Is Unsustainable

⚠️ The Problem

Clinical placement teams are managing:

- 👋 Outreach
- 📅 Onboarding
- ✓ Compliance tracking
- 👩 Student-preceptor coordination

Often across:

- 🎓 Hundreds of students
- 🌐 Dozens of sites
- 📁 Multiple terms simultaneously

This leads to:

- ⚙️ Manual processes
- 📊 Inconsistent tracking
- 👤 Heavy administrative burden

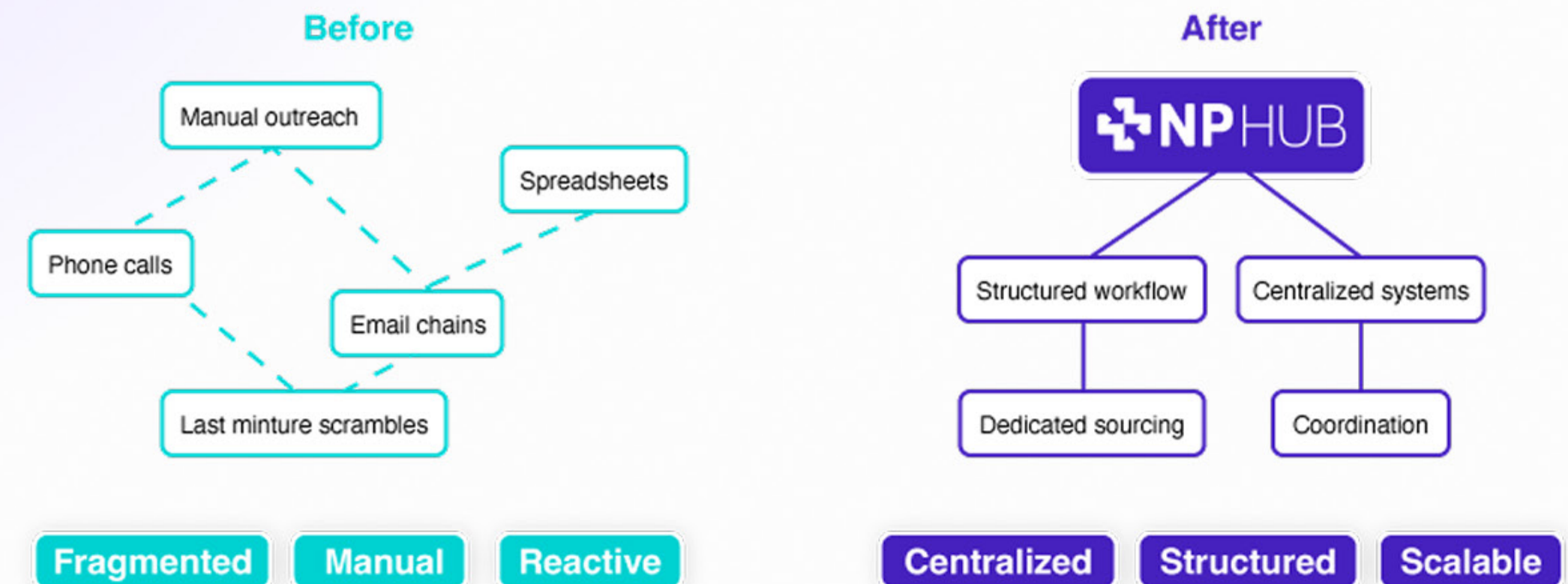
⚙️ Why Universities Use Support

Placement support introduces:

- ✓ Structured workflows
- ✓ Centralized systems
- ✓ Dedicated sourcing + coordination

This allows internal teams to:

- ✓ Focus on student success
- ✓ Deduce time spent on logistics
- ✓ Improve consistency



💡 Takeaway

It's not just about finding placements, it's about managing them at scale.

3. Cost Pressure Is Increasing — But So Is Risk

⚠ The Problem

Universities are facing:

- 💰 Rising preceptor compensation expectations
- 📅 Inconsistent honorariums
- 🔍 Internal budget scrutiny

At the same time:

- 🕒 Delays or failed placements = real financial and reputational risk



⚙ Why Universities Use Support

Placement partners help:

- ✓ Standardize pricing
- ✓ Improve predictability
- ✓ Reduce last-minute placement risk

Some institutions also use support to:

- ✓ Better forecast costs
- ✓ Distribute placement expenses across programs

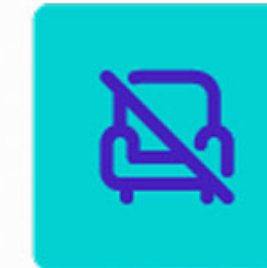
Hidden Costs of Placements



Delays



Admin time



Lost seats



Emergency placements

💡 Takeaway

The cost of placements isn't just what you pay; it's the risk of not having them when you need them.

Final Takeaway

For many universities, clinical placement support is not a replacement for internal efforts, it's an extension of them.

Programs are increasingly adopting hybrid models where:

- ✓ Core relationships remain internally managed
- ✓ Additional capacity, structure, and support come from external partners

This approach allows institutions to maintain control over their programs while building the infrastructure needed to scale and adapt to changing market conditions.



 **NP HUB** partners with universities to **support this model**, helping expand placement capacity, streamline operations, and increase visibility and consistency in clinical placements.