

CASE STUDY:

CLINICAL & NON-CLINICAL STAFF POSITIONS HOME HEALTHCARE SERVICES

SOURCE2™

Recruiting & Retention
of Frontline Employees



Challenged with growth expectations and a difficult labor market, executives of a private-equity-held organization turned to Source2 to fill high-volume nursing positions in their call centers and home health arenas. This cost-effective strategy enabled their internal HR team to focus on other highly-valued objectives and positions.

SITUATION: Facing pressure from private equity backers, this Source2 client was poised for fast growth but knew their internal HR team could not strategically ramp up to fill approximately 150+ new positions annually. After gaining a better understanding of Source2's RPO solution, they decided to engage Source2 to provide RPO services for both clinical and non-clinical positions that would result in cost-per-hire savings that came with the technical expertise of Source2's recruitment team.

RECRUITMENT CHALLENGE: With multiple US locations, this client's private equity backers were moving toward several acquisitions that would require the quick hiring of both clinical (nurse practitioners, RNs, care managers, pharmacy technicians) and non-clinical (durable medical equipment delivery, call center representatives) staff. After several failed and expensive experiences with third-party search firms and temp agencies, the client's HR department was hesitant to work with Source2 to adopt an RPO solution. Their business involves very strict compliance guidelines to adhere to, and one misstep could mean losing large insurance contracts.

SOURCE2 SOLUTION: Given the variable nature of the positions that needed to be filled as well as the importance of understanding and adhering to insurance compliance guidelines, Source2 spent a considerable amount of time in key departments at several client locations to better understand the needs, adherence policies and the ever-shifting dynamics of the parties involved in the home healthcare industry. Within 60 days, Source2's team of RPO healthcare professionals – who were divided into teams based on whether the positions they needed to fill were clinical or not – had implemented a successful strategy that included job fairs, proprietary ATS tools, passive candidate sourcing, and sign-on bonuses that helped to attract top talent.

CHALLENGE: FROM CALL CENTER REPRESENTATIVES WHO WERE TAKING ORDERS FOR HOME HEALTHCARE DELIVERIES TO NURSE PRACTITIONERS WHO WERE ACTUALLY PROVIDING HEALTHCARE SERVICES DIRECT TO THE END-USERS, THERE WERE MANY DIFFERENT POSITIONS THAT NEEDED TO BE FILLED QUICKLY AND WITH THE RIGHT TALENT.

SOURCE2 RESULTS ACHIEVED:

- Cost-Effective Recruiting.** Source2 vastly reduced this organization's dependency on temp agencies and search firms, driving down the cost-per-hire by at least 50 percent.
- Advanced Technology.** With access to some of the best background check solutions in the world, Source2 met the client's demand for rigorous background checks for compliance purposes in the healthcare industry.
- Hiring Goals Met.** Through a strong relationship with the organization's senior HR executive and talent acquisition manager, Source2 was integrated into the front-end of the recruiting process. This allowed Source2 to strategically get out in front of the client's recruitment needs and consistently hit benchmarks earlier than expected.



WORKING WITH SOURCE2: Source2 works as an extension of a company's HR or talent acquisition function, freeing HR departments to perform more critical job functions where their time is better served. In this instance, Source2 has cost-effectively identified talent for both clinical and non-clinical positions, ramping up quickly to screen and qualify candidates, which allowed the internal HR department to focus on more important tasks such as on-boarding, employee engagement, retention and professional development.