

# From Manual to Methodical: How FirstLight Home Care Transformed Talent Acquisition with ClearCompany

FirstLight Home Care of Denver West prides itself on providing complete companion and personal care services to anyone -- seniors, new mothers, those recovering from surgery -- who needs assistance at home. Their extraordinary caregivers are award-winning and dedicated to providing best-in-class care in the home. In order to provide the best care possible they must recruit highly-trained, trusted caregivers who can be difficult to find and hire, especially in a market with exceptionally low unemployment rates.

## The Customer

Louie Lugo, Director of Human Resources & Innovation at FirstLight Home Care of Denver West, was frustrated with the costly and time-consuming recruitment process.

“ When I first walked into my current position, I quickly noticed that I was surrounded in paper. The talent acquisition process was done almost completely by manual processes. After completing an environmental scan, I determined the manual process was both costly and time-consuming.



**Louie Lugo**  
Director of Human  
Resources & Innovation

## The Challenge

The Home Care industry is one with unique parameters. It suffers from consistently high turnover, and is experiencing one of the highest growth rates in the United States. The Bureau of Labor Statistics estimates a robust 38% job growth in this field through 2024. As a result, home care businesses must be equipped with the right tools to quickly hire the right people for the job.

## The Search for a Solution

Balancing the quality and quantity of new hires in a high-turnover industry like home healthcare was challenging for FirstLight's manual hiring process. The need to develop an exceptional talent acquisition model was essential to optimizing the business model, and driving revenue. Finding a solution that reduced administrative burden and time-to-hire, but didn't compromise compliance was crucial.

Therefore selecting, implementing, and integrating an Applicant Tracking System for the first time required quite the search! FirstLight evaluated five software solutions. They looked for applicant tracking systems that included:

- Several candidate source integrations.
- Reporting dashboards with comprehensive, yet easy-to-digest analytics.
- An intuitive and practical user experience.

## The Solution

The close professional relationship that ClearCompany forms with each of our clients, along with our competitive price point of ClearCompany sealed the deal.

*"It was obvious to me that ClearCompany valued the professional relationship element which was important to me and our franchise. The needs of the home care industry are very unique which requires a relationship manager and company that would work with me to develop and customize the platform to the specific needs of our field. This is essential to strategically align talent acquisition processes to the larger business model. The choice to go with ClearCompany was clear, pun intended."*

## The Results

The ClearCompany ATS has been instrumental in meeting FirstLight's talent acquisition needs.

### FirstLight Home Care of Denver West reports the platform helped:

- Grow their workforce by 73% in just 90 days.
- Recruit several times the number of new hires than previously in the franchise's history.
- Reduce cost per hire, and turnover costs.
- Consistently increase gross revenue relative to client demand.

## Why ClearCompany?

Ultimately, the ClearCompany ATS gave FirstLight Home Care the opportunity to leverage human capital to drive revenue. In addition, ClearCompany grows with its users:

*"Our relationship with ClearCompany is exceptional. I have a quarterly face-to-face meeting with our Customer Success Manager, Angie, to discuss current needs or modifications to the current status of the platform. She ensures that our needs are met in an effective and timely fashion. It is a relationship which FirstLight Home Care values."*

## The ClearCompany Response

"We love relationships like the one we have with Louie and his team at FirstLight Home Care of Denver West. The fact that together we achieved such amazing results so quickly is exactly the type of outcome we strive for with each client."



**Sylvie Woolf**  
Director of Customer Success,  
ClearCompany

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