e-Zest HEALTHCARE
An Accion Labs Company

Case Study

SaaS-based Recruitment Staffing Application for a Leading Healthcare Workforce Provider

Client Overview

The client is a leading provider of healthcare staffing solutions to public and private healthcare facilities in the US. The company offers experienced healthcare professionals, flexible staffing, and dedicated customer support, and is a trusted name in the industry. Their comprehensive staffing solutions include nurse-to-hire and direct-hire services, which not only add value but also establish the foundation for enduring partnerships.

Challenges

Initially, the client was a regional workforce management company with legacy toolsets. Without a platform for streamlining the healthcare recruitment process, they faced the following problems:

- Overwhelming demand for skilled staff as healthcare staffing is a transient industry
- Lack of a uniform recruitment process as hospitals use Managed Service Providers (MSP) and Vendor Management Systems (VMS), as and when required
- Job descriptions differ from one hospital to another for the same profiles and designations
- Candidates miss out on relevant jobs due to inefficient usage of keywords
- New background and certification compliance checks need to be conducted for every position the candidate applies to
- Candidate contract tracking is limited to the vendor/service provider who has access to the profile

The client's team previously used TSS, a SaaS-based staffing agency solution. They wished to replace their current application with an alternative SaaS-based solution developed for their specific requirements. The project, while replacing the existing application, also aimed at building a new solution that is scalable and efficient. So, we built a customized solution to meet the business requirements of their Nurse Staffing Service Business.

Major business challenges included:

- Ensuring that the intelligent mapping of client requirements and available candidates' skills are automated
- Ensuring that the application is compliant with the relevant healthcare center's requirements
- Building an application that provides immediate access to all current job openings that match candidates' criteria
- Achieving scalability and performance standards as the application grows
- Integrating third-party online healthcare assessment tool for candidates
- Geo-Mapping accuracy to allow recruiters to search specific criteria and display matching jobs geographically
- Integrating third-party digital signature platform for the documents uploaded by candidates

Solution Approach

This platform was created by e-Zest as a one-stop solution for healthcare staffing needs. It brings hospitals, staffing agencies, and clinicians together to add value to the healthcare ecosystem. The platform consists of five major tracks:

- Application Tracking System
- Candidate Portal- Leap
- Vendor Management System
- Mobile Application
- Dashboard and Reporting

The overall staffing application consists of the following major functionalities that made it a success:

- Auto-mapping between client requirements and available candidates
- In-built engine matches candidates with suitable jobs
- Maintaining journal entries on clients, candidates, and vendors
- Managing mousing requirements for candidates
- Generating mail lists and provision of sending bulk e-mail
- Job orders and deal sheet management
- Managing documents for each candidate
- Option to View, Add, and Edit candidate and client information
- User, user roles, and user group management
- Email template management
- Migration of existing data from the previous solution
- Extensive reporting mechanism
- Subscription model for the application
- Open AI Integration with candidates' journal notes/activities

Following were some of the key features of the application:

Plan-My-Day (BI-based Analytics Dashboard) helps users to keep track of their activities. Using the dashboard, they can view scheduled tasks, track the next steps, monitor booked candidates, and check candidate availability

- **Recruitment cycle optimization** through a centralized candidate pool across MSP and VMS
- **Healthcare Compliance Management** and tracking for verified candidate profiles
- **Job-Candidate matching algorithm** using keywords and profile preferences
- **Margin calculator** for MSPs and VMS
- **AI-driven timesheet module** for shift logging and contract tracking
- **Mobile app for candidates** to communicate with recruiters, and track applications and contracts

Throughout the project, e-Zest was involved in the following roles:

- Product Ideation
- Product Architecture
- Product Development
- Product Support

Business Architecture

The SaaS-based Staffing Application Suite consists of the candidate platform, candidate app, and agency platform that offer:

- Guided candidate onboarding
- Support for varied staffing models
- Automated job entry from multiple sources
- Chat interface for recruiter-candidate communication
- ML-based job-candidate matching algorithm
- Smart job alerts
- Task logger and appointment scheduler
- Back office and finance management with integrated VMS

Technology Stack

- Adobe Flex
- Spring
- Hibernate
- Jasper Reports
- Apache Tomcat
- MySQL
- Java
- Blaze
- DS
- Eclipse
- Flash Builder
- Elastic Search
- Ionic
- AWS
- RabbitMQ
- Angular

Business Outcomes

- **25+** agencies in operation
- **61%** reduction in recruitment costs
- **30%** improved efficiency of hospital staff
- **44%** increase in the resource pool
- Streamlined hiring process and compliance processes
- e-Zest demonstrated quick turnaround in developing applications with limited access to the existing system
- We enabled additional revenue streams by building integration products

Highlight of Our Engagement

- Our engagement started in 2012 and it's still ongoing with **60+** e-Zest team members currently working on providing custom development, implementation, and support
- We successfully developed a scalable platform that integrated hospitals, healthcare workers, and agencies - all on the same architecture, for end-to-end intuitive experiences
- The e-Zest team demonstrated high competencies in understanding the domain, suggesting workable solutions, and implementing the business requirements at ease by involving customers at all stages of solution specifications
- The requirement engineering team had built a functional prototype model of the system along with detailed SRS documenting the system requirements
- Our team followed a non-conventional approach to building and managing the platform. The modular and component-based approach was used for the development of the various modules of the system. The project was broken into small projects which could be built and tested independently

Conclusion

e-Zest successfully implemented a one-stop solution that fulfills all the requirements of healthcare staffing recruitment including Single Screen Power Prospecting, Intelligent Candidate-Job Matching, Integrated GSA Rates, TextUs™ Integration, Geo-Mapping Accuracy, Configurable Deal Sheets, Business Intelligence Analytics, Automated Notifications, Integrated Job Board, One-Click Application Submittal, Integrated Compliance Management and many more. The client was impressed with our skillset in efficiently self-managing the project. Our expertise and integrity helped us build a long-lasting relationship with the client.