pinstripe® HEALTHCARE

PINSTRIPE HEALTHCARE INCREASES CANDIDATE QUALITY AND QUANTITY FOR CARONDELET HEALTH

CLIENT CHALLENGE

A member of Ascension Health, Carondelet Health has two acute care hospitals in Kansas City, MO. Carondelet's decentralized recruitment process was not equipped to handle escalating employment challenges. Labor costs were high, hiring was sporadic and the system's hospitals suffered from chronic open nursing positions. HR leaders sought a way to reduce costs while increasing the quality and quantity of candidates.

CREATING THE SOLUTION

Pinstripe Healthcare partnered with Carondelet Health to streamline the recruitment process and develop key HR metrics to help Carondelet Health meet its workforce projections. Critical components of the solution:

- A new Applicant Tracking System streamlined and standardized the requisition and application process and improved communication with candidates.
- A recruitment marketing plan led to a robust pipeline of active and passive candidates for all open positions.
- Joint communication and training efforts with Carondelet's HR team led to system-wide acceptance of the new recruitment process.

For hard-to-fill nursing vacancies, Pinstripe Healthcare created a specific recruitment marketing plan focused on:

- Using social media to develop a passive candidate pipeline by building a talent community of interested prospects through social media sites, targeted Facebook advertising and actively participating in online associations.

IN BRIEF

CHALLENGE

Reduce costs while increasing quality and quantity of candidates.

SOLUTION

Create a streamlined process that leverages technology and can target hard-to-fill roles.

RESULTS

- 51% increase in candidate quality.
- 70% decrease in time to fill.
- 24% increase in nursing hires.

"Thanks to our partnership with Pinstripe, we've moved forward in our recruiting initiatives. We have a more positive response from our hiring managers and new hires regarding their overall hiring experiences and less overall turnover, which helps us to reduce overall labor costs."

– Dawn Bryant, Vice President of Human Resources and Organizational Development
Carondelet Health
Kansas City, MO

- Innovative sourcing via data mining, niche job advertising, licensure lists and targeted media blitzes.
- Establishment of a taskforce with Carondelet Health's HR and nursing leaders to build Carondelet's employer brand with local nursing schools in order to enhance graduate recruitment efforts and reduce nursing turnover.

DELIVERING RESULTS

Carondelet Health met its objectives and experienced benchmark results:

- 51% increase in candidate quality.
- 70% decrease in time to fill.
- 24% increase in nursing hires.
- 34% decrease in ratio of separations to hires.

Pinstripe Healthcare generated an immediate, bottom line impact through the education partnership and its cost-effective, proactive social media campaign.

Is your recruitment process a competitive advantage for your organization? Contact Pinstripe Healthcare today at **877.797.3379** or **www.pinstripehealthcare.com**.

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ABOUT PINSTRIPE HEALTHCARE

Pinstripe Healthcare is the pure-play leader in recruitment process outsourcing (RPO) solutions for the healthcare industry. Pinstripe Healthcare delivers customized solutions that help provider-side organizations align talent strategies to patient care measures by integrating unmatched expertise, refined processes, and exclusive, as well as best-in-class, technologies. Consistent with Pinstripe's brand promise **WE BECOME YOU**™, dedicated healthcare recruitment teams act as an extension of the client's human resources function, providing a tailored candidate experience reflective of the its brand, values and culture.