

Premise Health Partners with Jobvite to Effectively Recruit Healthcare Talent and Improve Candidate Experience



PROBLEM

Reaching healthcare talent in a crowded market

With a competitive market, it was important that they rise above other healthcare companies and hospital systems to compete in local markets.



SOLUTION

Jobvite CRM (and Evolve Managed Services)

By tapping into Jobvite CRM (and Evolve Managed Services), Premise Health's recruiting team was able to launch campaigns to target tough-to-reach healthcare talent and improve the candidate experience throughout the hiring funnel.



RESULTS

20% increase in applicants from first to second year with Jobvite

Thanks to focused and strategic campaigns, a reinvigorated candidate experience, and the support of Jobvite's foundational ATS, Premise Health increased its applicant number by 20% year-over-year — and will continue growing in the years ahead.



The healthcare industry is known for many things, but embracing cutting-edge technology is not always one of them. Premise Health, however, is changing that stereotype by providing on-site health centers, near-site healthcare, and 24/7 virtual care available via mobile to thousands of covered lives nationwide. But taking care of so many patients requires the best, most dedicated healthcare professionals, which can sometimes be hard to find due to antiquated systems and big-name hospitals.

Targeting top talent in healthcare

For Premise, the history of recruiting in the healthcare job market makes it tough to track down quality doctors and nurse practitioners to staff its clinics around the country. Many healthcare professionals are recruited by name-brand hospitals after years in residency, making it less commonplace for doctors to fill out job applications. “The majority of recruiting in this industry happens at health systems,” said Eddie Moncayo, Vice President of Human Resources at Premise. “We don’t have the same brand recognition in many local markets and have to fight for all the candidates we can get.”

Beyond pipeline issues, Moncayo and his team were concerned with the online application process a candidate experiences when they make it to the careers page. Optimizing this candidate experience was another key priority for Moncayo when bringing on a new solution. “Our organization had long promised that we needed to change the way we recruit, but by 2015, we were far behind the curve because we didn’t have a dynamic way to connect with people,” he said. “We were a ‘post and pray’ shop, but needed to create connections with candidates. We knew technology was a key part of this equation, but we were limited because our former ATS and the candidate experience was so poor.”

Jobvite helps Premise connect

The Premise team ultimately selected Jobvite as its talent acquisition partner in 2017 citing Jobvite’s history as the pioneer of social recruiting for modern candidates. “The thing that was the most compelling for me with Jobvite was that it had its roots in this social way of connecting people to jobs,” said Moncayo.

“The thing that was the most compelling for me with Jobvite was that it had its roots in this social way of connecting people to jobs. That’s the trajectory that my team needed to go in.”

– Eddie Moncayo, Vice President of Talent Acquisition

“That’s the trajectory that my team needed to go in.”

Once up and running, Moncayo’s team began deploying Jobvite CRM campaigns to target specific healthcare professionals, ranging from doctors to nurse practitioners. Because this talent is not used to filling out and submitting applications, Jobvite CRM’s targeted campaigns helped Premise reach candidates where they are and encourage interest. “Jobvite CRM lets us launch specific campaigns that target people in completely different ways than we’ve done before,” Moncayo said. “The fact that physicians are applying with us directly saves us money internally, so we don’t have to go and hunt for them.”

One position for a doctor sparked interest with over 250 people, which Moncayo describes as particularly staggering. “On a regular basis, our jobs get 5 to 10 people that apply,” he explained. But with more positions to fill and competition in healthcare at an all-time high, Premise had to evolve its interactions with potential candidates — and it has paid off.

Using a Veteran Hiring Program

Premise has also strategically leveraged CRM and Jobvite Evolve Managed Services to strengthen its robust military and veteran hiring program. According to Moncayo, this program “is important to us, because we want to give back to a group of individuals who have served their countries — and they make great employees.” Partnering with the Evolve Managed Services team, the Premise team has been able to leverage industry-leading best practices to deploy campaigns targeting veterans, military-friendly, and military-spouse candidates, spreading the word of how high-priority this area of recruiting is for the organization.



Expanding quality healthcare with the best doctors around

After two years of working with Jobvite, Premise's hiring team has seen major improvement — not just in its day-to-day, ATS-fueled organization but in its applicant numbers. With an over 20% increase in applicants from first to second year, Jobvite CRM has helped Premise target and bring on the best doctors for its ever-expanding patient base.

"In the two years we've had Jobvite, our number of applicants has gone through the roof. Jobvite has a way of making the application process less difficult — so we've changed that touchpoint for the candidate and our applications have skyrocketed."

Right now, Premise works with over 280 employer partners and provides healthcare for millions of covered lives across America, but as the company continues to expand, finding the best physicians for its clinics will become even more important. With Jobvite, Premise can target, engage, and, ultimately, hire top healthcare professionals to continue caring for its members and keeping them healthy.



EVOLVING their recruitment marketing creates robust talent pipeline

Jobvite's EVOLVE Talent Acquisition Framework helps TA teams deliver world-class results. From initial assessment to specific action plans, EVOLVE empowers TA leaders to identify and prioritize areas for improvement so that no effort is wasted. Teams,

processes, technologies, and strategies are optimized over time, and organizations emerge stronger, more efficient, and better able to adapt to the needs of the ever-evolving talent marketplace.

The EVOLVE framework offers four levels of talent acquisition maturity. Organizations like Premise Health can go from a level 1 to a level 2 by using a targeted marketing approach to talent acquisition.

About Premise Health

Premise Health is the world's leading direct healthcare provider. Our transformative approach focuses on clinical expertise, easy access to care, and a seamless and simple member experience.

From opening our first onsite facility at Random House in 1964 (a partnership that's still going strong), to offering onsite, nearsite, 24/7 virtual, mobile, and event care for top organizations across the globe, we're creating healthcare the world needs now. By continually simplifying complexity and breaking down barriers to care, we're fulfilling our promise of helping people get, be and stay well.

About Jobvite

Jobvite is an end-to-end Talent Acquisition Suite that takes a marketing-first approach to intelligently attract dream candidates, automatically screen for the highest quality, engage employees invested in the future, and retain the people who care the most about your organization by combining the power of AI and the human touch. Jobvite is proud to serve thousands of customers across a wide range of industries including UPMC, AccentCare, and Community Health Network. To learn more, visit www.jobvite.com or follow the company on social media @Jobvite.

JOBVITE

CONNECT WITH US

www.jobvite.com

sales@jobvite.com

 www.facebook.com/jobvite

 www.twitter.com/jobvite

 www.linkedin.com/company/jobvite