

Oak Hill Hospital, HCA

Hodes iQ

ASSESS

Oak Hill Hospital, an HCA facility located in Brooksville, Florida, was looking for a way to streamline their recruiting and hiring process for both Nursing and Allied Health disciplines. They were spending too much time with paper processes, and given the tight market for health care professionals, knew they needed to find a competitive sourcing edge for best candidates.

They had a notion that nurses in particular were becoming more Internet savvy, and wanted a way to capture these candidates while they were online. If the Web could be leveraged, then perhaps they could become more efficient and gain a competitive advantage.

STRATEGIZE

After evaluating Oak Hill's needs, we recommended integrating the Hodes iQ system into their hiring process. After a careful review, Hodes iQ was selected by our client to make their career site more effective, and to post their openings to specific sites (based on the applicable discipline). The strategy entailed using online media and their career site much more aggressively, while reducing reliance on print media and agencies.

IMPLEMENT

The technology was put in place in a few weeks, and potential candidates were driven to the Oak Hill site to search for open positions and apply online. Oak Hill started posting to career sites and advertising their URL in the few print ads they continued to run. Online questionnaires were also developed to help gather pertinent information and assist recruiters in selecting better candidates more rapidly. And as the database of potential candidates was built, our client was able to search for qualified applicants that met specific criteria before advertising any positions.

MEASURE

The ease of use, minimal training time (4 hours), and exceptional support from Bernard Hodes Group's Hodes iQ team, made it possible for Oak Hill to quickly realize the benefits of the technology and streamlined process. One of their RN recruiters remarked that "it was amazing to see that [she] could post a position and have a candidate respond within an hour...and walk in and have candidates first thing Monday morning." She also added that Hodes iQ "is so convenient and easy to use and any time [she] needed help, the iQ team was there to provide prompt and friendly support."

Implementing Hodes iQ has allowed Oak Hill Hospital to achieve faster response, and has given them the ability to reach a wider array of candidates. Response rates have increased to include more out-of-market candidates, including inquiries from India and the UK. This increase and the timeliness of responses has also helped to shorten the "time-to-fill" cycle for our client. But perhaps one of the most measurable advantages of using Hodes iQ was the reduction in local print advertising costs by nearly \$6,000 per month! The cost and time savings afforded by Hodes iQ were utilized in the creation of innovative ways to convince candidates that Oak Hill is an employer of choice. These initiatives included offering onsite BSN programs and work-life programs, providing a competitive advantage in the market.

