

Scottsdale Healthcare

Open House

ASSESS

Scottsdale Healthcare, a not-for-profit health care provider serving the Northeast Valley of the Phoenix Metro area, is comprised of three campuses, two hospitals, outpatient centers and home health services. The continuous pull for health care professionals created challenges filling several positions in nursing, allied health and service/support.

STRATEGIZE

Our initial assessment revealed that our client had not held a recruitment open house event nor utilized direct mail for a number of years. We proposed an open house, as it would be a great venue for individuals in the local community to explore the opportunities at Scottsdale and meet hiring managers. We would also create a direct mail postcard for nurses to announce the event.

Advertising would begin two weeks prior to the open house, promoting our theme of a stress-free "Time For You" recruiting event. A virtual postcard would also be created and sent to each attendee after the events to thank them for their attendance.

IMPLEMENT

We developed a media marketing blitz, which included direct mail (sent to Medical Transcriptionists and Nurses), strategically placed Web banners, e-mail blasts, radio spots, free job fair listings and a variety of local print advertisements (including run-of-paper ads).

The events were scheduled to take place at both Scottsdale hospital locations on different days. Following our theme of "A Time For You," both events included a smoothie bar, hand massages, spa product giveaways and complimentary childcare.

MEASURE

The campaign was an incredible success with 416 attendees, including 21 employee referrals. Over 100 hires were made, including Nurses, Nursing Assistants, Registration Representatives, Respiratory Therapists and Housekeeping/Patient Service Representatives. In addition, the event resulted in a cost-per-hire of \$403. The outstanding results prompted Scottsdale Healthcare to plan two additional open houses per year.

