Case study:
Healthcare, RPO and Staffing

About Ascend HR Corp

Ascend HR Corp is a healthcare RPO that offers subscription-based recruitment advertising and candidate lead generation services nationwide using the latest technology.

They are a leader in improving recruitment processes and have modernized practices on behalf of their clients throughout the healthcare industry. Their specialties include recruiting for healthcare executives, clinicians, nurses, physicians, directors, managers, CMO, CEO, CNO, and others.

The Problem: Screening, Scheduling, and a Slow Hiring Process

Healthcare recruiting can be more time consuming than recruitment in other industries because 1) candidates need to have specific certifications and licenses even to be able to qualify for job openings; 2) interviews often take place across different departments, which can operate on different schedules and at multiple locations.

Healthcare recruiting can be more time consuming and complex than recruitment in other industries for a variety of reasons. For one, candidates need specific certifications and licenses even to be able to qualify for the positioning. To further complicate matters, interviews often take place across different departments, which can operate on different schedules and at multiple locations.

Leah Ramsey, Vice President of Ascend HR Corp, says that two of her clients in the healthcare industry were facing these problems before they invested in a chatbot.

The first client company was Vail Health, a nonprofit community health care system and one of the largest employers in Eagle County and Vail Valley. Scheduling interviews was problematic for them because they had to work with multiple departmental schedules and hiring managers. As a result, candidates would remain in the pipeline longer and often take jobs with other healthcare employers who made them an offer faster.

*Faster recruiting metric is based on the average number of days candidates are in the pipeline
*Pipeline increase metric is based on the number of applicants per hire
According to a survey, 67% of TA professionals say it can take between 30 minutes and two hours to schedule a single interview. Moreover, 60% say that they regularly lose candidates before they’re even able to make it to that step. Scheduling is a common issue for most companies, not only for Vail Health.

The second client, NightLight Pediatric Urgent Case, was facing an extremely high volume of candidates. They would routinely get 200 to 300 applicants just 24 hours after posting a new position at their clinic. They also found themselves overwhelmed with screening and scheduling, which rendered them unable to make the right hires quickly enough.

XOR worked closely with the Ascend Team to configure a chatbot to assist their clients’ recruiters in screening and scheduling candidates. When it comes time to schedule an interview, Ascend’s clients no longer have to waste time exchanging emails to find a time that works for the recruiter, hiring manager, and candidate. XOR’s chatbots offer a full calendar integration, which means that recruiters can easily schedule an interview over text message or email, and find a time that is convenient for everyone.

XOR’s chatbot was also able to help Nightlight Pediatrics screen and qualify candidates. The recruiting team just selected the qualification questions that mattered most to them and let the chatbot ask questions, collect answers, and rank the candidates. With their chatbot, Nightlight Pediatrics can filter through candidates and ensure they are qualified before human recruiters have to spend time engaging them.

The Results: A Simple and Delightful Hiring Experience

The results for the two healthcare companies have been transformative.

Vail Health can now get candidate interviews scheduled on their recruiters’ calendars in a timely manner. “It has definitely streamlined the process and created more efficiency for the recruiter and candidate. There’s a lot of time-saving now,” according to Ramsey.

Communication with their candidates has also improved because they don’t have to wait for a reply. Chatbots are allowing candidates to schedule time directly on the recruiter’s calendar.

Vail Health has been able to reduce their time-to-hire by 37% and increase their candidate pipeline by 17%. Nightlight Pediatrics was able to hire 60% faster and increase their pipeline by 102%.

“We know that for many of our clients, 72% of the traffic that looks at our job posting is from mobile devices. By capturing those candidates through a text messaging tool, I think we will continue to see better results,” says Ramsey.

Why XOR For Healthcare and RPO Recruiting?

XOR’s chatbot serves many different needs and can solve some of recruiting’s biggest and most time-consuming challenges. “Our relationship with XOR has been extremely beneficial because we’ve been able to configure each chatbot to our clients’ priorities,” says Ramsey.

“What I’ve seen is that chatbots are really impactful for high-volume recruiting. They’re also extremely helpful over the weekend and over holidays, so that interested people get contacted immediately.” With XOR’s chatbot, companies can reduce time-to-hire and cost-per-hire more effectively. They can use this extra time to focus on the critical need positions and speak to the most qualified candidates.

Ramsey adds that she is “always thinking of ways to use the chatbot because it’s such a critical and user-friendly tool for gathering information. It’s automating the repetitive, administrative work that recruiters used to have to do. We use our phones to communicate all the time right now, and people are more comfortable communicating that way.”