

FULL RPO CASE STUDY

Bridging Healthcare Gaps in Rural America: The Success of Healthcare RPO Companies



Overview

In the heartland of America, the nation's largest provider of value-based care, focused exclusively on serving rural communities, faced a critical challenge.

This case study explores how strategic recruitment efforts successfully addressed the pressing need to fill Health Navigator roles, empowering healthcare access in rural America.

Requirements

- Exceptional customer service.
- Tech-savvy skills.
- Preferable background in the medical field.

Expectations

Fill roles within two weeks for training in Nashville.

Results

- Efficiency Metrics:
 - Time-to-fill ratio: 2 weeks.
 - Interview-to-offer/hire ratio: 73%.
 - Offer-to-offer acceptance rate: 94%.
- High client satisfaction and positive feedback received from the company's Vice President

RPO Solution

- Employed 21 recruiters to expedite the hiring process.
- Developed search criteria targeting candidates with medical field experience (e.g., medical assistants, individuals with medical insurance knowledge, some nurses) and those with customer service experience.
- Utilized multiple recruitment channels that resulted in 13 referrals, including:
 - Appcast
 - Indeed
 - ZipRecruiter
 - LinkedIn,
 - Client's ATS

ENGAGEMENT'S RESULTS

