

Hilton Head Regional Medical Center Hires 7 Registered Nurses by partnering with Katon Direct

AT A GLANCE

CHALLENGES

- Competition with nearby hospitals for qualified nursing candidates.
- Low candidate density means longer commute time for potential employees.

KEY RESULTS

- 7 hires made on 7 offers
- 26.67% response rate



Situation:

Located on Hilton Head Island, South Carolina, the Regional Medical Center (HHRMC) provides healthcare for all of Hilton Head Island. The hospital has an influx of water-related injuries as well as the normal intake for a hospital its size. HHRMC struggled to hire enough qualified nurses to meet their growing needs.

HHRMC turned to Katon Direct, their partner for sourcing and engaging top talent to find the best healthcare professionals for their busy medical center.

Solution:

HHRMC hosted a recruitment event on March 14th, 2018 assisted by Katon Direct. Using the cleanest, most extensive database of nurses in the healthcare recruiting industry, Katon's OpenHouse solution targeted experienced nursing candidates in the area via personalized mail, phone calls, voicemails, and emails.

Katon was able to market the recruiting event to over 8,000 qualified candidates in the area, driving attendees to HHRMC's event while promoting the benefits offered by the medical center.

Katon developed a customized omnichannel recruitment marketing strategy to attract qualified, experienced nurses to the recruitment event.

Results:

Katon Direct was able to secure a 26.67% response rate on the advertising campaign for HHRMC, which yielded outstanding results:

HHRMC extended seven offers to candidates who expressed interest and successfully hired all seven candidates.

"We had a very successful event."

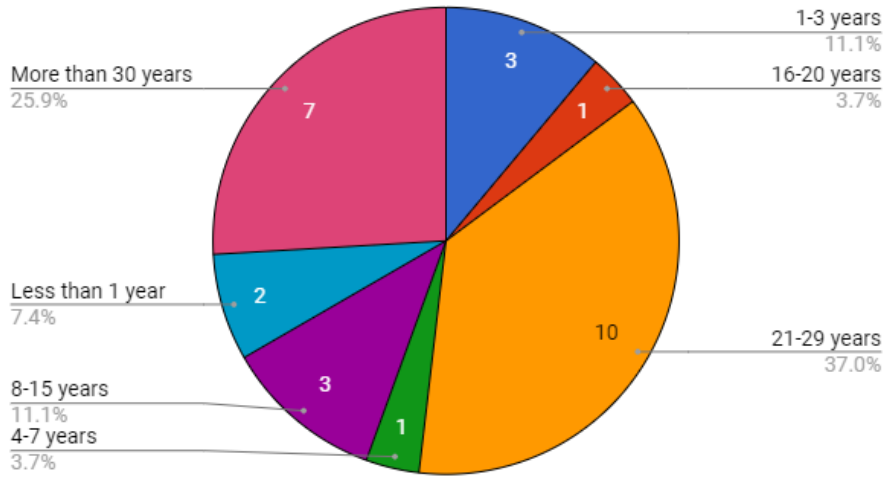
-Tara Bloome – Recruiter at Hilton Head Regional Medical Center

Katon Direct delivers qualified, experienced Nurses to Hilton Head Regional Medical Center recruiting event



KEY METRICS – Nurse Candidates

Years of Experience



Management Experience

