

HOW ONE NATIONAL RECRUITER SUPPORTED OUR VETERANS BY HIRING THE BEST PSYCHIATRISTS ACROSS THE COUNTRY

Challenge

A national veterans organization was in dire need of qualified psychiatrists across 8 rural communities. With over 18.2 million veterans in the United States, the number needing mental health treatment is staggering:

- » 50% of returning veterans need mental health treatment
- » 31% of Vietnam veterans, 10% of Gulf War veterans and 11% of War in Afghanistan veterans suffer from Post-Traumatic Stress Disorder (PTSD)
- » Approximately 20 veterans die by suicide every day

Due to a shortage of qualified psychiatrists, especially within rural areas, the national recruiter was facing immense pressure to hire quickly. The recruiter needed an innovative and sustainable recruitment strategy to get qualified psychiatrists to apply and accept open positions.

Solution

The recruiter partnered with Katon Direct to develop a national recruitment marketing strategy that included:

- » **Creative materials that resonated:** Katon Direct merged its ability to write clear and concise copy with a creative design approach to produce important materials that inspired qualified psychiatrists to apply to work for this important cause.
- » **Data that identified candidates in local areas:** With access to over 99% of healthcare professionals, Katon Direct pinpointed candidates across rural, suburban and metro locations that were otherwise unavailable to recruiters across the nation.
- » **The ability to connect with candidates across marketing channels:** Through direct mailers, telephone conversations, emails and personalized landing pages, candidates were able to express interest in available positions based on the channels that were easiest for them to use.
- » **An analysis of candidate's interest levels:** After communicating with a wide range of psychiatrists, Katon Direct was able to determine their interest levels so that recruiters could personally reach qualified and interested candidates.

Benefits

- ✓ A centralized recruitment initiative that improved hiring nationwide
- ✓ Access to an unreachable but more qualified applicant pool
- ✓ Unparalleled customer services
- ✓ Increased return on recruitment spend
- ✓ Significantly reduced time and effort sourcing



We are incredibly happy with the number of responses we have received from qualified psychiatrists. Katon Direct offers excellent recruitment marketing services and is a great investment for any recruiter looking to get candidates to apply to their available positions.

National Recruiter