

# A NURTURING CAMPAIGN IMPROVES THE APPLICANT POOL FOR AN AWARD-WINNING HEALTH SYSTEM

## Challenge

A large not-for-profit health system employs more than 17,000 healthcare professionals that touch the lives of hundreds of thousands of patients in Louisiana. This health system could not keep up with its constant need to fill registered nurse positions in its hospitals, health centers and urgent care centers due to a shortage of qualified candidates in the area. As the winner of nationally accredited awards for excellence in nursing services, awarded to less than one percent of hospitals, it was important for this health system to create an applicant pool with the highest quality of registered nurses to maintain their high standard of care.

## Solution

This health system enlisted Katon Direct to develop an innovative nurturing campaign that would inspire candidates to apply. Katon Direct designed a comprehensive strategy that provided:

- » **Personalized creatives that excited candidates:** By recognizing an important partnership with local professional sports teams, Katon Direct advertised NFL and NBA team logos to get candidates excited about the potential for joining the health system's community.
- » **A highly targeted candidate pool:** With access to over 99% of healthcare professionals, Katon Direct pinpointed candidates across Louisiana that were otherwise unavailable to recruiters working for the health system.
- » **Cross-channel communications:** 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.
- » **Consistent awareness of available opportunities:** By delivering impactful messaging over a sustained 12-month period, qualified registered nurses gained awareness of the health system's award winning program so that when they were ready to apply for a new position, the health system was the first place they looked.
- » **Continuous campaign optimization:** Katon Direct provided ongoing and frequent consultations to improve upon their campaigns and get more candidates to apply.

## Benefits

- ✓ Increased the return on recruitment spend
- ✓ Reduced time and effort sourcing
- ✓ A qualified applicant pool across the state of Louisiana
- ✓ A community-based approach that excited candidates
- ✓ Quality customer service devoted to ongoing optimization



*Katon Direct has provided us with an excellent nursing candidate pool. It is amazing how well these candidates fit into our culture!!!*

Career Outreach Specialist

## POTENTIAL UNLEASHED