

## CASE STUDY

# A SMALL PHYSICAL THERAPY OFFICE LOCATED IN A REMOTE COMMUNITY HIRES 2 QUALIFIED PHYSICAL THERAPISTS IN LESS THAN A MONTH

## Challenge

A small physical therapy office, owned and run by two licenced physical therapists, was struggling to find 2 additional physical therapists to join their practice located in a remote California town. The owners, busy with treating patients and running a practice, were frustrated with how much time, effort and money it was costing them to find and hire qualified physical therapists. Over a 6 month period they spent over \$5,000 on job board postings that yielded no results and they didn't have the budget for the approximately \$20,000 it would cost to work with a staffing agency or headhunter.

## Solution

By partnering with Katon Direct, this small physical therapy office created a sophisticated recruitment marketing solution that enabled them to actively connect with qualified candidates. Katon Direct implemented a strategic approach that included:

- » **Local physical therapist data:** With access to over 99% of healthcare professionals, Katon Direct identified over 4,000 licensed physical therapists in a 60 minute driving radius of this physical therapy office.
- » **A customized career webpage:** To supplement this small practice's website, Katon Direct developed a careers webpage where interested candidates could learn about, express interest in and apply to open positions.
- » **Creative materials that resonated:** Katon Direct merged its ability to write clear and concise copy with a creative design approach to provide important materials that inspired qualified physical therapists to join this practice.
- » **The ability to connect with candidates across marketing channels:** Through telephone conversations, emails and digital advertisements, qualified physical therapists learned about and expressed an interest in joining this practice.

## Benefits

- ✓ Hired 2 qualified physical therapists within one month
- ✓ Received a quality list of approximately 20 interested and qualified candidates with 2 weeks
- ✓ Realized a 50% reduction in the spend per hire over job boards
- ✓ Spent 87.5% less than what it would have cost to use staffing agencies or headhunters



*I cannot believe how effective Katon Direct's recruitment marketing approach was! We were able to fulfill our hiring needs within one month and at a significantly lower cost than what we had been previously spending for job board postings. My only complaint is that I wish I had known about Katon Direct sooner!*

Physical Therapy Practice Owner

## POTENTIAL UNLEASHED