

## CASE STUDY

# WILLIAMSON MEDICAL CENTER PARTNERS WITH KATON DIRECT TO HIRE 18 HIGHLY QUALIFIED PHYSICIANS

## Challenge

Williamson Medical Center, ranked in the top 10th percentile of hospitals for overall surgical care and patient safety, had a pressing need to hire a wide range of physician specialties with varying years of experience. They needed qualified clinical talent to serve their sophisticated regional medical center and be able to treat and heal the most complex medical conditions. Due to a limited number of physicians located in the greater Tennessee area and the high competition with other medical organizations, Williamson Medical Center was struggling to get qualified candidates to apply.

## Solution

Williamson Medical Center partnered with Katon Direct to develop an innovative marketing campaign that attracted highly qualified physicians. Katon Direct implemented a comprehensive strategy that provided:

- » **Personalized marketing communications.** Katon Direct developed marketing materials that inspired candidates by showcasing Williamson Medical Center's culture and commitment to their employees and the greater community.
- » **A highly targeted candidate pool.** With access to over 99% of healthcare professionals, Katon Direct was able to target over 9,000 qualified physicians in the greater Tennessee area.
- » **Consistent engagement with candidates.** 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 candidates' interest levels.** After communicating with a wide range of physicians, Katon Direct was able to determine their interest levels so that recruiters could personally reach qualified and interested candidates.

## Benefits

- ✓ A highly qualified talent pipeline of 45 qualified physicians
- ✓ 18 offers extended
- ✓ 18 physicians hired
- ✓ Reduced cost per hire
- ✓ Reduced time and effort sourcing



*We have sent offers to 18 physicians and they have all accepted! I am beyond thrilled!*

Wendy Luken

Senior Corporate Outreach Marketing Coordinator  
Williamson Medical Center