



# AN AWARD-WINNING MEDICAL GROUP EMBARKS ON AN INNOVATIVE MARKETING APPROACH THAT INSPIRES PHYSICIANS IN AN UNDER-SERVED COMMUNITY TO APPLY TO OPEN POSITIONS

## CHALLENGE

A Californian medical group, winning a national award for its physicians' standards of excellence for 12 consecutive years, was devoted to serving all of its 600,000 patients.

With over 14 million Hispanic residents, which make up 39% of California's population, this medical group wanted to hire Spanish speaking primary care physicians to provide their patients access to high-quality care and keep them feeling their best.

## SOLUTION

This medical group embarked on an innovative recruitment approach to reinvent the candidate experience by building a marketing strategy that would resonate with Spanish speaking primary care physicians.

- **Innovative and distinguished community-based approach:** Launching its first Spanish campaign, Katon Direct related to bilingual and bicultural physicians who had never before received communications for professional opportunities in their native language.
- **Inspirational messaging:** Marketing materials were accurately written in Spanish and communicated this medical group's desire to not only find doctors who speak the same language as their Spanish patients but who could connect culturally with sympathy and respect.
- **Modern design techniques:** Images were carefully selected to connect with the Spanish community and enabled Spanish speaking doctors to culturally identify with this medical group. All materials were branded within the medical group's brand guidelines so that potential hires would easily be able to apply to open positions.
- **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.
- **Hyper-targeted reach:** With accurate records for over 99% of primary care physicians, Katon Direct engaged candidates in states with a high Hispanic population including California, New Mexico and Puerto Rico or candidates with ties to those states.

## BENEFITS

- ✓ Unparalleled customer service
- ✓ Distinguished and original recruitment campaign
- ✓ Inspirational community-based approach
- ✓ Acquired qualified Spanish speaking applicant pool
- ✓ Significantly reduced time and effort sourcing
- ✓ Increased return on recruitment spend



*As a bilingual and bicultural physician serving an indigent under-served population here in New Mexico, I would like to applaud you for this well thought out, well written and overall amazing email! It was the first recruitment email I actually opened and read through until the end. Just wanted to give you all a virtual high five!*

Potential Candidate

## POTENTIAL UNLEASHED