



Leading Academic Medical Center Hosts a Virtual Hiring Event, Hires 6 Experienced Acute Care RNs In Days

CHALLENGE

An acute care academic medical center in a semi-rural location needed to quickly fill critical nursing positions to care for an influx of patients with COVID-19. The talent acquisition team at the medical center traditionally hired experienced candidates by promoting and hosting onsite hiring events, but concern over compromising attendees' safety eliminated that option. When the pandemic-induced hiring freeze lifted, the talent acquisition team felt motivated to find an alternative solution.

SOLUTION

By implementing Katon Direct's turnkey virtual hiring event program, the medical center reached their target audience with a digital sourcing strategy that generated greater awareness for the available positions, increased registrations for their event, and converted passive candidates into new hires. Katon Direct's strategic approach included:

- **Event promotion to thousands of RNs:** Using a data-centric approach, Katon Direct attracted highly qualified candidates with cross-channel communications that sparked interest in employment through live calls, personalized emails, and search advertisements that drove candidates to employer-branded registration pages.
- **Easy-to-use virtual technology:** Recruiters simply logged in to Live Recruit, Katon Direct's virtual hiring event platform, to screen candidates on easy-to-use chat and video conference technology, obtain resumes, and schedule follow-up meetings with hiring managers.
- **Dedicated account management team:** The dedicated account management team at Katon Direct, known for their white-glove service, provided ongoing support for any urgent requests, scheduled regular check-ins to understand changes in hiring needs, and hosted educational consultative sessions about recruitment and technology best practices.

RESULTS

- \$925 per hire to date
- 80% of candidates with at least 2+ years acute care experience
- 6 new hires and 5 pending offers made in the first week

POTENTIAL UNLEASHED



We were worried about hiring acute care nurses to care for our patients because of the high demand created by COVID-19. We weren't used to using digital solutions, but Katon Direct was there every step of the way, and, within a few days of our virtual hiring event, we had 6 new hires and made 5 offers. We couldn't be more grateful for their support during this time!"