

A Hospital saved \$504,000 in recruiting costs by using Staff Pad's Subscription Solution



ABOUT STAFF PAD

Staff Pad's innovative subscription recruiting model was built from the ground up to eliminate traditional recruiting pain points and deliver unique benefits.

- **No fees based on salaries**
- **A consistent recruiting budget**
- **An ongoing recruiting partnership**

After generating significant savings through numerous successful pilots in the Spring of 2021, Staff Pad quickly grew to support clients across the nation. This fresh approach to recruiting is gaining momentum and client testimonials are proving this model is here to stay.

CASE SUMMARY

BRG (Berkley Research Group), a global consulting firm for healthcare systems, sourced Staff Pad to recruit critical roles for one of their client's hospitals in Northeast US. The talent acquisition team for this hospital was small, needed expansive hiring resources, and struggled to attract higher caliber nurses and specialty clinicians.

CHALLENGES

Exacerbated by the pandemic, the already acute shortage of nurses and other healthcare professionals accelerated in 2021 resulting in higher demand and an extremely competitive labor market that heavily favored candidates. Increased competition resulted in inflated recruiting budgets as hospitals had to grapple with higher salary-related placement fees, larger than normal sign-on bonuses, and increased marketing spend.

The hospital's previous recruiting vendor was charging per hire based on the salary of each candidate. **This fee ranged from \$15,000 to \$20,000 per hire.**

Because the hospital's pay rates were below market, they **failed to consistently attract candidates**, and **did not have a proactive and targeted sourcing strategy** in place to widen the breadth of their candidate pool and fill vacancies. They also experienced a **higher-than-normal turnover**, instances of burnout, and a **cumbersome hiring process** that at times exceeded the **national time to fill average of 81 days** according to [Jobvite](#).

\$15,000

average fee per hire

COMPENSATION

pay rate below market average

**RETENTION &
BURNOUT**

challenges in turnover

PROCESS

disorganized hiring process

Success metrics



\$504,000

in savings



100%

increase in candidate
submittals



89

Placements as of
December 2022

TESTIMONIAL

“Staff Pad has proven that they can source qualified candidates in a difficult market utilizing their industry experience, proprietary and industry leading approach. The results speak for themselves within weeks of being engaged, our clients had access to hundreds of candidates for their targeted search. Candidates that would not have been sourced without Staff Pad.”

NEIL FAUX

Managing Director at BRG

SOLUTIONS



Through our proprietary solution design process, we analyzed the hiring market and regional pay rates, identified potential challenge areas through an assessment of the current hiring process, and took necessary steps to ensure a foundational understand of the culture, employee fit, and employer value-add. We then structured a cohesive and strategic plan alongside the talent acquisition team and generated our roadmap of execution.

Our programmatic advertising technology leveraged artificial intelligence and machine learning algorithms to buy, place, and optimize job ads across multiple platforms in real-time, immediately expanding the hospital's candidate pool. Coupled with the consultative work done around the compensation structure, including a sign-on/retention bonus package, the monthly subscription model enabled us to create consistency in the process to not only place immediate hires, but create a sustainable talent pool and partnership in the long-term.

OUTCOME



1

Savings

We generated a total savings of \$504,000 in a little over one year compared to traditional recruiting firms.

2

Streamlined Process

Consultation efforts and expanded candidate access drastically decreased hiring time across all roles

3

Partnership

The subscription-based model fostered continual collaboration leading to higher caliber candidates, more placements, and increased retention

THE FUTURE



Due to this success in generating significant cost savings and creating hiring efficiencies, we are expanding our services to other healthcare facilities nationwide.



STAFF PAD