



# Case Study: Permanent Placement

## Key highlights

Generated an ROI of 7 times annually

£294,800 Placement Revenue earned in a year

**Geography:**  
United Kingdom



**Sector:**  
Healthcare



**Client:**  
One of the largest Healthcare recruitment agencies in the UK



### Client Challenge:

The client was experiencing difficulties achieving their targets and demonstrating their profitability to the board of directors. They also faced obstacles in sourcing candidates from Asia, Africa and the Middle East.

### Our Solution

- We recommended that the client begin with one IMS People Possible recruitment resource, gradually advancing to a team of two.
- The recruitment team sourced and pre-screened all the candidates as per the client's objectives.
- IMS People's team focussed their efforts on Middle Grade to Consultant level, specialising in the following:
  - Emergency Medicine
  - Paediatrics
  - OBS & GYN
  - Critical Care & Anaesthetic
  - General Surgery
  - General Medicine

### Results:

The client's average return on investment, on an annual basis, is over 700% (7 times their investment each month). Below are the statistics for the previous 6 quarters:

Stats	Q1	Q2	Q3	Q4	Q5	Q6
Total Doctors Sourced	798	1126	913	949	1132	912
Doctors Submitted	66	69	112	123	173	137
Placements	6	3	7	10	8	12
Placement Revenue	£46,000	£24,000	£53,800	£77,000	£65,000	£99,000
Headcount	2	2	2	2	2	2

#### Disclaimer:

This case study is the property of IMS People Possible. All case studies have been inferred from actual activities. Information provided is factual and in certain cases the figures are referential. Specific client information and data are kept in confidence to protect our client's business interests. If you have any further questions or want to know more about how IMS People Possible can help your business, please email us at [info@imspeople.com](mailto:info@imspeople.com).

©2024 IMS People Possible. All Rights Reserved

#### Head Office:

1/2, Indraprasth Business Park, Near DAV School, Prahladnagar Extension, Makarba, Ahmedabad 380051, Gujarat, India.