

Offshore Recruitment Services: USA
Sector: Healthcare Locums
Services: Project & Staff Optimizer

Client: This organization's primary business is IT staffing, but it recently created a new division to focus on Locums.

Challenges:

- Client: This organization's primary business is IT staffing, but it recently created a new division to focus on Locums.
- The company, however, did not have an adequate database of potential doctors for placement.
- Without candidates, the company had difficulty obtaining orders, and without orders, the company was challenged to interest potential candidates, many of who were already working with a competitor.
- The company needed to source mainly General Practitioners & Hospitalists.

Our Solution

- IMS dedicated an experienced health care recruiter to the project.
- After a client-provided, two-week training program, our recruiter became a de facto member of the onshore recruiting team.
- Our recruiter used client-provided lists of potential candidates who were located in specific geographical areas.
- Over the next six months our recruiter moved from one geographical list to another, validating and expanding the required information.
- Our SLA was to obtain the candidates' names, phone and email addresses, current employment, level of interest in being associated with our client, willingness to relocate, income range, specialty and referrals.

Results:

- During this six-month project, our health care recruiter contacted 18600 number of doctors by phone or email in multiple states.
- Of those contacted, 525 expressed an interest and registered with our client.
- When the project successfully ended, the client had an updated list of 525 qualified, interested and available candidates.
- Additionally, during the project, two candidates we sourced were selected to proceed through the lengthy order fulfilment process and were placed by the client.

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