



## Case Study: NHS Framework

### Key Highlights

Generated the revenue of £443K in 2020 despite of the COVID situation

8<sup>th</sup> year of our partnership of the with client

**Geography:**  
UK



**Sector:**  
Healthcare



**Client:**  
An NHS  
framework Doctor  
Recruitment Agency



#### Client Challenges:

- When our partnership with the client commenced in 2012, they were not a part of the NHS framework and were struggling to fill vacant roles.
- The client's onshore expansions costs required a huge amount of investment.

#### Our Solution:

- IMS People Possible began by assigning 3 recruitment resources and an overseeing manager to the client's operations.
- The client paid a fixed monthly cost per resource for the first 6 months.
- During the first 3-4 months, the IMS People Possible team worked on the client's database to re-engage with doctors and created their own candidate banks (re-activation, registration, compliance and references).
- Each recruiter created a bank of about 30-35 doctors each in the first 3 months.
- IMS People Possible changed to a split fee revenue model from the 7<sup>th</sup> month onwards.
- IMS People Possible began to increase the capability of the team and now have 7 recruitment resource, 5 compliance officers, 1 admin officer and a team manager.

#### Results:

- Month on month, revenue is constantly growing. We generated £377K in 2019, and despite the Covid situation, we generated £443K in 2020.
- The client can generate sizeable revenue in the split-fee sharing model, without paying monthly fees.
- Our partnership with the client is in its 8<sup>th</sup> year and has enjoyed continuous success and growth.

#### Disclaimer:

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