

CASE STUDY

Atlanta Health System sources over 1,500 highly qualified clinical professionals

GOALS

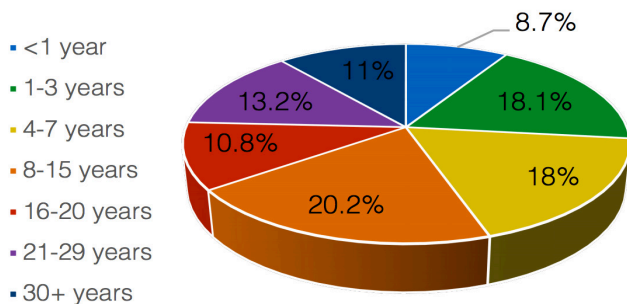
- Emerge as the leader in the Atlanta market for best places to work
- Avoid "mud-slinging" tactics that have unfortunately been a prominent strategy among healthcare employers
- Build employer brand equity and drive candidate flow to the Talent Acquisition Team

SOLUTION

Katon Direct designed an ongoing candidate engagement plan that included employer brand awareness marketing. Tactics included digital and direct marketing, personalized/client branded landing pages and retargeting.

RESULTS

Over 1,500 highly-experienced clinical professionals have been sourced thus far, and the client has created positive brand awareness among every licensed clinical professional in the greater Atlanta area.



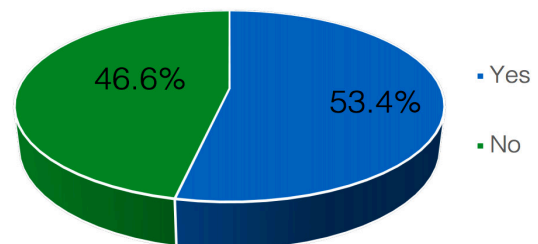
AT A GLANCE

CHALLENGES

- Fierce competition for top talent
- Overspending on staffing/travelers

KEY RESULTS

- 91.3% of candidates had a minimum of 1 year of experience
- 94.7% of candidates with at least 1 year of experience also had Acute Care experience
- 53.4% of candidates had management experience
- 40% of Acute Care experienced candidates also had management experience



About Katon Direct

Over 300 healthcare organizations rely on Katon Direct for their recruitment marketing needs because we understand that talent means everything. For the past 15 years, we have been the leader in healthcare recruitment marketing solutions. By combining an industry-leading database with streamlined candidate experience, we're able to help our clients gain a competitive advantage in the battle for top talent.