

Case Study:

Cross Country Search Meets Unique Candidate Marketing Needs of Long-Term Client



BACKGROUND

Cross Country Search has been a long-time strategic partner to this prestigious academic medical center serving Central Massachusetts, collaborating to provide direct hire support in nursing, imaging, laboratory, rehab, pharmacy, human resources and revenue cycle needs. The client recently turned to Cross Country Search for help with a project to drive candidate traffic – specifically OR RNs and Surgical Technologists – to their upcoming hiring event on their campus.

PROGRAM REQUIREMENTS

Demonstrating its commitment to a collaborative, holistic partnership with the client, Cross Country Search jumped in and assisted with the marketing of the hiring event, helping to pre-register candidates to drive attendance levels.

Over a two-week period, Cross Country Search recruiters conducted outreach to more than 600 candidates, sending more than 800 emails and text messages and making 117 cold calls regarding the event.



PROGRAM RESULTS

The efforts of Cross Country Search recruiters paid off, pre-registering 18 candidates to attend the event – 3 of whom were offered positions with the client. More importantly, the client was thrilled with the results that exceeded their expectations in both quantity and quality.

As a result, the client has engaged Cross Country Search to assist in another upcoming project designed to attract and hire Med/Surge nurses across their system.

Why Cross Country Search?

The quality of our candidates, the expertise of our search consultants and the enduring nature of our partnerships is how we continue to deliver results. We've helped clients overcome their healthcare recruitment challenges by developing cost effective, innovative recruitment models tailored to their specific needs and providing best-fit talent who contribute to optimal patient care and business success.

To learn more, contact us today: www.crosscountrysearch.com/contact-us