



How Franciscan Health Puts the “Care” Back in Healthcare Hiring



The Challenge

Indiana-based **Franciscan Health** is a modern healthcare organization that stays true to its founding mission: to care for everyone who comes through its doors. Staffing the system's 12 hospitals with quality hires is integral to this mission – so when challenges arose a few years ago that impacted talent attraction and retention, team leaders knew something had to change.

With 2,700 open job requisitions in a competitive healthcare hiring market, recruiters were overwhelmed, according to Ellen Page, Director of Talent Acquisition at Franciscan. Low morale crept in, as new-hire churn often required recruiters to fill the same position multiple times due to difficulties attracting and identifying right-fit job candidates.

“We were faced with numerous external challenges beyond our control, so our recruiting process needed to be flawless.”

Ellen Page

Director of Talent Acquisition, Franciscan Health

Page also noted some critical gaps that she knew could be addressed by finding the right technology partner:

- ▶ **Career site functionality.** Maintaining an accurate listing of available positions presented a major challenge and required constant site monitoring. “There were breakdowns between posting new jobs and then removing them once they were filled,” Page explained.
- ▶ **CRM functionality.** Recruiters needed better visibility and stronger recruitment marketing capabilities to successfully attract and engage high-quality job candidates.

The team searched for a solution that would integrate seamlessly with their newly implemented Workday ATS and help achieve three major goals:

- 🔍 Get “**back to the basics**” of effective recruiting
- 🔗 Increase **quality and efficiency** by introducing automation
- 👥 Keep **human touch** central to the process

The Solution

In researching technology vendors, Franciscan's TA and HR leaders created a wish list of capabilities and features that would help them expand their reach, attract high-quality talent, and improve the talent experience for all stakeholders.

"Phenom had everything we wanted, including both the marketing capabilities and the technology piece," Page said.

In addition, Phenom stood out as a holistic, unified solution. "Unlike other vendors, you're working with just one partner rather than many for point solutions like scheduling, texting, CRM and the career site," Page said, noting the reduced complexity and time-saving benefits associated with streamlining that.

Because Phenom has been a certified Workday partner for more than 7 years, Franciscan could also rest assured that **integrations** would go smoothly. "That was a huge plus — we needed a partner that could fully support all our integrations," said Page, who also noted she has experienced first-hand the issues that arise when the opposite is true.

"Phenom is truly a preferred partner of Workday. That was a huge plus and key to a successful implementation."

Ellen Page





Eager to improve efficiencies and experiences, Franciscan implemented Phenom's **Intelligent Talent Experience platform**, leveraging the following products:

Career site

With AI-driven career site capabilities, Franciscan can now showcase customized, dynamic content to better capture attention and engage the right candidates. The site displays personalized job recommendations to visitors based on their interests, experience and skills. And the time-consuming task of monitoring job postings? "That doesn't exist anymore," Page shared.

Chatbot

Despite initial hesitations, Franciscan activated their career site chatbot ... and they haven't looked back. "It's so interactive, and candidates are really engaging with it," Page said. Not only does it whisk candidates seamlessly through the career site and apply flow, it's become a valuable resource for the TA team, she added. "We're constantly looking at the questions that come through."

Talent CRM

Capturing the information of all candidates and site visitors – not just those who have applied – means that recruiters can keep in touch with best-fit talent. "We can re-target warm leads that we lost. That's really powerful," Page said.

Campaigns and Events

Hiring events are critical to healthcare recruiting, and Phenom Events simplifies their management from creation and registration through marketing and lead collection. "We're able to get the word out a lot better now," Page said.

The Results

Franciscan has seen stand-out results across their quantity, quality, and speed of hire since implementing Phenom.

From a candidate satisfaction standpoint, Franciscan's net promoter score rose from 64 to 77 — a testament to making job finding easier and more personalized. In fact, the career site chatbot alone facilitated 2,900 applications and produced more than 500 hires.

Similarly, their event attendance has soared. Over 1,000 potential new hires attended their Spring hiring events, with a hiring rate of 25%. Page also described a recent campaign that launched on a Friday and drew 142 applicants by Monday.

With on-demand analytics, the team gains instant visibility into campaign response metrics to allow on-the-fly strategy adjustments and successful retargeting campaigns at no cost — a major value-add for the nonprofit healthcare system.

Beyond measurable improvements, Page believes that Phenom positions Franciscan Health to stand out from the competition by enabling a people-first approach.

“With automations and AI, we're decreasing recruiters' workloads so they can get back to that human touch,” said Page, noting that developing a *relationship* is what secures candidate retention — not just speed of communication. “That engagement all the way through the process is really key,” she emphasized.

“The platform's AI lets our recruiters focus on the human aspect of being recruiters. We're automating processes so that they can spend their time having conversations with candidates.”

Ellen Page

Director of Talent Acquisition, Franciscan Health



What Franciscan Health Is Achieving With Phenom

“The days of ‘processing’ people through a system are over. With automations and AI, we’re decreasing recruiters’ workloads so they can get back to that human touch.”

Ellen Page
Director of Talent Acquisition, Franciscan Health



Chatbot-generated hires

2,900 applications | 500+ hires



Improved candidate experience

13% increase in Net Promoter Score



Increased event attendance and conversion

Spring hiring events | 1,000 potential new hires | 25% hiring rate



Decreased projected annual spend

Greater efficiency = **hundreds of thousands of dollars saved**

The Future

As a new year approaches, Franciscan is getting ready to focus on Phase 2 of their Phenom capabilities, many of which are centered on the platform's video capabilities.

With **Phenom One-Way Video Interviews**, the team plans to adopt a video-first candidate engagement strategy, where video assessments replace screening calls as a first line of candidate selection. This can save time for recruiters and also allow Franciscan to accurately convey what a job will entail, ensuring better quality of applicants and new hires.

"Undertaking this strategy wouldn't be financially possible without the partnerships and integrations that Phenom offers," Page noted.

She looks forward to the value this will hold for filling positions that aren't healthcare-specific, such as environmental services team members.

"We want to make hires that will stay," she said. "Video can help candidates understand what working in a hospital will entail, showing them the actual work and job duties. We'll also be able to convey our employer brand – that they'll be working for and cared for by a reliable, stable company."

"Phenom is enabling our vision of video-first candidate engagement."

Ellen Page





Franciscan HEALTH

A trusted leader in healthcare, Franciscan Alliance includes 12 hospitals and numerous medical practices and is a recognized Centers of Health Care Excellence. For 140 years, we've stayed true to our founding mission to care for everyone who comes through our doors. We treat our patients with the best possible care by following the guiding ethical values embodied by our founding congregation, the Sisters of St. Francis of Perpetual Adoration. Always mindful of our Christian stewardship to the Roman Catholic Church, we minister with joy, care and compassion according to the ideals of St. Francis of Assisi and our founder, Mother Maria Theresia Bonzel.

Industry	Healthcare
Career site	jobs.franciscanhealth.org
Headquarters	Mishawka, IN
Employees	18,000
ATS	Workday



See the Phenom Intelligent Talent Experience platform in action

Book a demo

Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.

Helping a billion people find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

