

How This Healthcare Provider's Top Candidate Campaigns are **Converting** **69%** of Job Seekers

Hiring nurses quickly has never been easier
thanks to Phenom CRM, Events, and Campaigns





The Challenge

Industry Healthcare	Employees 45,000+	ATS iCIMS
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Nobody understands the nursing shortage better than the people who hire nurses. Finding qualified candidates to fill open positions is a huge undertaking for recruiters and talent acquisition teams when the talent pool is dry.

The Director of Talent Acquisition Strategy & Operations at one of the country’s top healthcare systems can personally attest to this challenge. Since they oversee nurse recruitment across the organization’s 40 acute care, managed, and specialty hospitals — sourcing experienced nurses was a critical concern that hinged on providing a better candidate experience.

“Our career site wasn’t user friendly, visually appealing, or personalized for the candidate — especially without video or a chatbot.” Instead, it was more of a static landing page to direct job seekers to the company’s ATS.

To help combat the problem, the team added internal talent scouts to proactively source appropriate candidates through popular job boards, social media, career fairs, and email campaigns. But with no CRM or analytics to track who was engaging with their brand, the scouts had to manually input all interactions into disjointed spreadsheets and cross-reference names with their ATS. The extra administrative work was time-consuming and unproductive.

“And what about those visitors who don’t apply, or the applicants who don’t make the cut the first time around? Without a CRM, you never talk to them again,” they explained, precluding the ability to nurture passive or former candidates.

“Phenom’s SMS capabilities are incredible! One-to-one text blasts have been a game changer for events recruiting. We’re seeing immediate responses.”

Director of Talent Acquisition Strategy & Operations,
Healthcare company

The Solution

Specializing in new recruitment strategies and platforms like text recruiting, event planning, and virtual career fairs, the TA team was on the hunt to find a modern solution for their ongoing problem. The sustained nursing shortage created a critical need for efficiency across the TA team. “The question becomes: how can we do 20 percent more with 20 percent less? How can we work smarter, not harder?,” they said.

When looking at providers, Phenom’s AI and all-encompassing Intelligent Talent Experience platform for candidates, recruiters, employees, and hiring managers stood out. “Ideally, we’d like all TA processes on one platform.” The team saw that Phenom’s integrations and progressive innovation could get their company closer to that goal.

From a product standpoint, Phenom offers the key elements they wanted to leverage:

- **Career Site with Chatbot** to host engaging content, quick customization, and accurate, tailored job opportunities
- **Talent CRM** to integrate with ATS
- **Campaigns and SMS** for recruitment marketing, including **University Recruiting**
- **Talent Analytics** to test and track performance

Of particular importance to this TA Director was the ability to share content on social media and track its reach and efficacy to targeted audiences from their CRM. Being able to see who’s engaged and what’s working on specific channels is now a requirement for successful talent marketing.

“I sent a text blast highlighting an upcoming career fair, and in less than 1 hour we had 10 new candidates register for the event. That’s amazing for this market.”

Director of Talent Acquisition Strategy & Operations,
Healthcare company

Quick-win results from just one events campaign

In one year, Phenom helped this healthcare provider run more than 160 campaigns. Here’s a snapshot of one events campaign that quickly delivered exactly what they needed — qualified best-fit nurses.

5 min prep time	625 candidates	40 registrants	7 new hires
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The Results

This healthcare company couldn't be more pleased with the value of the platform. "Everyone who's using it loves it!" Now, their talent scouts can see exactly where candidates are in the application process, share profiles with recruiters, send targeted email blasts to segmented populations, and track who's opening and clicking on specific campaigns.

Seeing where candidates are on their talent journey — and adjusting content and channels accordingly — has been instrumental in driving more traffic to the company's refreshed career site. In fact, **since going live with Phenom, career site traffic increased almost 500%**. And the conversational chatbot that greets visitors and facilitates their job search is helping convert these visitors. In the first 3 months, 72% of the people who viewed a job through the chatbot clicked apply, and 61% of these applies came from mobile.

Analytics like these not only play a crucial role in the recruitment team's day-to-day operations, they're helping drive bigger strategic initiatives — like doing more with Phenom's SMS capabilities. Candidates are less likely to miss a text than an email in a congested inbox, the director said. And they're more apt to register for an event through a texted URL link than sort through a crowded events page buried on a website, they added.

"The results from texting have been incredible! I sent a text blast highlighting an upcoming career fair, and in less than 1 hour we had 10 new candidates register for the event. That's amazing for this market." Even more notable: setting up the campaign took five minutes, reached 625 people, garnered 40 total registrants after a follow-up text blast, and resulted in seven new nursing hires.

Another key focus of the TA team is university recruiting. Previously, collecting candidate information at on-campus events was disorganized and inefficient, with long lines and talent scouts having to manually input collected resumes and potential leads later. With Phenom University Recruiting, talent scouts can conveniently access everything they need to register and capture candidate information instantly from an app on their phones.

"This functionality has helped us hire a lot of graduate nurses as soon as they're ready to enter the workforce. We can tag them in the CRM, nurture them with targeted content, and then actively recruit them for open positions as they approach graduation."

"Phenom's AI is what sets them apart — it allows us to capture each candidate's digital footprint, which is key."

Director of Talent Acquisition Strategy & Operations,
Healthcare company



What This Healthcare Provider Achieved With Phenom

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In 1 year on the Phenom platform:

1M

Attracted
Job seekers

3M

Generated
Job views

450K

Facilitated
Apply clicks

Chatbot results after 90 days:

171K

Interactions

72%

Apply conversion rate

Best-performing campaign of the year:

12K

Job seekers

69%

Clicked “apply”



The Future

As their event initiatives continue to grow, the company plans to use their Phenom Career Site and Phenom Campaigns tools to promote more virtual career fairs and hiring events through online chats with nurse recruiters.

In addition, they can't wait to roll out Phenom Employee Experience capabilities to give employees the same job searching experience as external candidates — including [Phenom Talent Marketplace](#) for actionable internal mobility, referrals, mentorship, and more.

"I think it's going to be great for cultural engagement," the director shared, especially as the team plans to leverage more video centered around the heartfelt sentiment and mission of what it means to be a nurse at their company.

More importantly, it's a way to retain nurses who are looking to make a move within the organization without the heavy lifting. Instead of tasking talent scouts to spend up to two hours a week distributing flyers and cards asking for referrals, they can send an email blast in a few minutes and be well on their way to a referral bonus.

"We'll have a whole separate bucket of qualified candidates to choose from, and current employees can pursue growth opportunities that are right in front of them," noted the TA Director. "That's a game changer for everybody."

"I love that within the CRM, you can share a lot of content on social media and then track and optimize it through analytics."

Director of Talent Acquisition Strategy & Operations,
Healthcare company

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.

