



CONMED's Candidate Experience
Performs 14% Higher Than
Industry Average



The Challenge

We believe in the power of engaged talent.

That's the value that drives talent acquisition at medical technology company CONMED, a global employer with facilities in 19 countries and employees in 26 countries. Despite its 50+ year history, TA is a relatively new function at CONMED.

In 2017, a Talent Acquisition function was first introduced at CONMED. Facing exponential growth, they knew they wanted to better engage people right from the start, beginning with an improved candidate experience for faster, easier hiring of high-quality talent.

CONMED primarily sought a solution that would transform the look, functionality, and performance of their career site, while giving it the solid company branding that was missing. "That was number one," said Erica Flynn, Talent Acquisition Business Partner at CONMED. "We needed to enhance our career site, which didn't have any branding."

When the team found Phenom, they quickly saw the potential of its Intelligent Talent Experience platform to not only improve their career site, but to elevate the company's entire TA process and candidate journey.

"We needed a better candidate experience, starting with the career site. Fortunately, we found Phenom — and realized there were so many other amazing things we could do."

Erica Flynn

Talent Acquisition Business Partner
CONMED

The Solution

Drawn to Phenom's array of capabilities, user-friendly experience, and rave reviews from other clients, the team felt confident the platform would provide a long-term solution that could grow with them and deliver the solutions — and results — they needed:

Dynamic, on-brand career site. CONMED's updated **Phenom Career Site** features new images, fonts, and consistent branding that mirrors the corporate website. According to Flynn, rebranding the site using the **Phenom CMS** was so easy that they were able to launch the career site before the rebranded corporate site. Now, with the touch of a button, the team can continuously ensure content stays fresh. The ability to easily populate the home page, job description pages, and category pages with video is a major value-add from a content and branding perspective.

Global online presence. CONMED's international colleagues are also starting to leverage the career site, creating specific landing pages and content for candidates in different countries. Flynn and Pence noted that being able to showcase region- and language-specific content — while staying unified with the corporate brand — reflects CONMED's global reach in a way not previously achievable.

Personalized, seamless experience. The AI-supported **Phenom Chatbot** gives job seekers another way to navigate the career site and quickly apply for a job based on their skills, experience, location, and more. By remembering candidate information, interactions feel relevant and keep people moving efficiently through the site. "I often hear

candidates say how intuitive the chatbot is," noted Kim Pence, Director of Global Talent Acquisition at CONMED, who plans to continue optimizing their FAQ knowledge base to handle more questions and save recruiters valuable time.

In addition, Phenom's hosted apply functionality and **API integration** with CONMED's Workday Recruiting ATS means job seekers can complete the entire application process without ever leaving the career site experience — significantly increasing completed applies.

Successful recruiting events. "Phenom is making our events process so much easier for attendees and for us," Flynn said. Using **Phenom University Recruiting** and **Phenom Campaigns**, the team can quickly spin up an event landing page and promote and manage onsite or virtual recruiting events. Candidates receive tailored messages inviting them to attend and subsequent automated communication via email or text with pertinent reminders and additional information.





The Results

The CONMED TA team is seeing the value of their investment in Phenom with above-industry averages in applications, website traffic, and candidate engagement.

Especially of note is their 31% conversion rate of career site job visits to apply clicks — nearly 14% above the industry average. An overview of CONMED's apply funnel also shows that over 80% of candidates who start an application complete it, ~6% higher than the industry average.

Also notable: 13% of chatbot conversations turned into leads, and nearly half of applications started through the chatbot were completed. Plus, job seekers are coming back and re-engaging with the brand. In the first half of the year, 31% of total career site visits were made by returning job seekers, which is 7% higher than the industry average.

The CONMED talent community also has grown substantially in the past year, adding 84% more subscribers YOY.

“A big aspect of our success is having such a strong partnership with Phenom. The team helps us leverage the platform in ways that work best for us.”

Kim Pence

Director of Global Talent Acquisition
CONMED

What CONMED Is Achieving With Phenom

“We’ve launched so many capabilities we’ve never had before — and we’ve got the metrics to show they’re working the way we need them to.”

Kim Pence
Director of Global Talent Acquisition



↑14%

Higher than industry average
apply conversion rates

+13%

More leads from chatbot conversations

31%

Returning job seekers

>80%

Application completion rate

CONMED attributes its industry-leading conversion rates to the strong employer brand they’re able to promote through their hyper-personalized global career site, automated campaigns, and data-backed strategies.



The Future

As CONMED continues to evolve its partnership with Phenom to drive ROI, Flynn and Pence noted the following immediate initiatives.

Video will play an even bigger part of their career site strategy. They plan to include targeted videos on job description pages that will feature role-specific employee testimonials.

Also on the list? Implementing more rigorous SMS campaigns — which recruiters are already piloting with significant success — and rolling out a military career site page with a military search feature that helps match veteran candidates to civilian jobs.

Complementing that effort, the team wants to dive into **Phenom Talent Discovery**, which can source and match their best internal and external candidates using Phenom AI. Talent Discovery can find the best-fit talent from CONMED's previous applicants, active leads, and internal employees based on their skills, experience, previous titles, and location.

“We now have a great foundation in place. We’ll continue to build on Phenom’s centralized platform and showcase our employer brand to the world.”

Erica Flynn



CONMED is a global medical technology company that specializes in surgical and patient monitoring products and services that allow physicians to deliver high-quality care and as a result, enhanced clinical outcomes for their patients. The company embraces a people-first culture that starts with a mission to support healthcare partners and the patients they serve. It extends to employees, investors, and other clinical partnerships.

CONMED designs superior products that lead to healthier lives – products that are recognized as technological leaders within the Orthopedic, Laparoscopic, Robotic & Open Surgery, Gastroenterology & Pulmonology and Cardiology & Critical Care specialties.

Industry	Healthcare Equipment and Services
Career site	careers.conmed.com
Headquarters	Largo, FL
Employees	4,400
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.

