



Dynamic Marketing Solutions

Success Stories: Home Health Care Recruitment

The Situation

A home health care firm located in Texas wanted to find a better way to attract new employees. Placing advertisements in local papers was an expensive hit-and-miss proposition that led to few responses. Using recruiters to fill open positions was an even more expensive process that often topped \$10,000 for each person hired because the firms charge a percentage of the employee's annual salary for each placement.

The firm needed to increase the effectiveness of its recruitment efforts while keeping costs to a minimum, but it wasn't sure how to proceed.

The Solution

The firm had been working with The Adam Group to produce printed recruitment materials, but these materials were static and not personalized. Unfortunately, the response rate on these materials was less than one-half of one percent. Still, the firm felt comfortable enough with The Adam Group to listen to some new ideas that involved the use of personalization and personalized URLs (PURLs).

The project proposed by The Adam Group was unlike any the firm had undertaken before, but with results from traditional methods being so low and costs so high, they decided it was time for a new approach.

The Execution

It took a small team at The Adam Group about two weeks to come up with a plan for targeting registered nurses and licensed vocational nurses in several regions of Texas. Using a mailing list as a starting point, they broke down the mailing information in each area they wished to cover by ethnicity and gender. Then, they created a PURL for each recipient so the personalized Web site would be ready for responses when the personalized mailing was released.

Each recipient was told about the job opportunities at the company and asked to visit their personalized Web site to take a brief survey and to find out more about the jobs. Recipients were also encouraged to call a toll-free number or respond via e-mail.

The health care firm was able to track who responded to the mailing and visited the Web site on a real-time basis via the Web. Shortly after a person responded, the firm's central human relations department contacted them. Most people responded the same day they received the mail piece.

The Results

"We moved from the .05% or less response rates to 3 - 5% and we took the customer from an average \$2,500 per applicant price tag to roughly \$50 per applicant. You could say that the results exceeded all of our client's expectations on all levels!"

"In addition, when the new recruits were brought on, they also brought ended up generating additional leads because they knew of potential recruits from their previous employment. So, if you match effort to effort across the board, you are looking at roughly a \$70,000 savings, but if you look at leads generated versus traditional sources, and cost averaged them against the traditional cost, you are looking at much more."