



## CLIENT PROFILE

# Customers find it Easy2Switch™ to Position Manager® to improve their entire recruitment process

Healthcare organizations are switching from their current applicant tracking solution to HealthcareSource® Position Manager to simplify and improve the entire recruitment process. Position Manager was developed just for healthcare, is easy to use, cost-effective, and quick and easy to implement. HealthcareSource uses a methodology called Easy2Switch based on years of experience switching clients from ineffective applicant tracking solutions to Position Manager.

The philosophy of [Easy2Switch Methodology](#) is to simplify change by replicating what works and improving only what doesn't work. The result is a smooth, easy transition.

### Oakwood Healthcare System

Oakwood Healthcare System is a non-profit healthcare organization in southeastern Michigan. With more than 9,000 employees, 1,335 physicians, and 1,200 volunteers, the system serves more than 970,000 people through the operation of four acute care hospitals, several health centers, and a vast number of specialty services. The particularly challenging Detroit job market means the HR team is inundated with applications – totaling more than 80,000 per year.

The organization was using an applicant tracking solution that wasn't meeting their needs. Fees were charged for even small requests. And the candidate experience was really lacking. The system didn't save any of the applicant's information, forcing them to reapply for jobs every time. And Human Resources was inundated with calls to check the status of applications. "Our candidates were frustrated and we wanted to make it easier for them to apply for jobs and check the status of their applications,"

said Heather Knop, Senior Human Resources Professional.

Oakwood was also looking to automate their job requisition process. The current process involved lots of paper and inter-office mail. And on average it took nearly six weeks to get a job requisition approved. "We decided to go with HealthcareSource because we liked the healthcare focus and felt it was the best value. We also felt the technology put us on the cutting edge of recruitment," said Knop.

Despite being a large organization, the switch to Position Manager was relatively painless. "Our implementation specialist was so responsive and patient throughout the process. We threw a lot of questions and issues at her and she always found creative ways to customize the solution so it worked best for our organization," said Knop.

Even after only a few months, Oakwood has seen benefits from implementing Position Manager. The number of applicant calls to HR dropped



### Position Manager Promise™

Before renewing your Applicant Tracking System annual contract, isn't it worth exploring HealthcareSource and see why 1,200 other healthcare organizations have made the switch? Take advantage of the Position Manager Promise and get:

- **Lower costs. Guaranteed.** Switching to Position Manager will cost you less money than you're currently paying for your commercial ATS software.
- **Fast, hassle-free implementation.** You can be live quickly, usually in less than 12 weeks and get a dedicated implementation manager to manage the entire process.
- **Superior support from healthcare HR pros.** Our client service representatives are former healthcare HR professionals who know your world, inside and out.



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dramatically and the feedback from users has been positive. Hiring managers love that they can track the job requisition approval process. What used to take six weeks to get approval now happens in a matter of days. And the dedicated customer support has been particularly refreshing. "HealthcareSource makes us feel like we're the most important client. We're happy we made the switch and excited to see more great results going forward," concluded Knop.

### Aspirus Health System

Aspirus, a non-profit healthcare system based in Wausau, Wisconsin, has 4,300 employees and processes 10,000 applications a year. It serves people in 14 Wisconsin counties and the upper peninsula of Michigan through a series of affiliated hospitals, home health care, pharmacies, hospice care, critical care and helicopter transport service, a durable medical goods company, a nursing home, a large volunteer corps, an affiliated physician network, a philanthropic and research foundation, and an extensive clinics network.

Aspirus went live with Position Manager in 2010, after feeling frustrated with their long-time applicant tracking vendor, whose customer service was spotty. Questions went unanswered, wait times to make fixes were outrageous, and the fees associated with changes were exorbitant. And the system didn't offer the features they needed to improve their recruitment process — like portal access for hiring managers.

After an extensive vendor evaluation process, Aspirus chose HealthcareSource Position Manager for a number of reasons. "It was so easy to use and integrated well with our Lawson HRIS system," said Randy Schade, Director of Human Resources. "We also liked that they were focused solely on

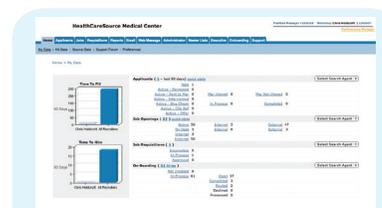
healthcare and understood our unique needs. And the value was tremendous. They offered us all of the features we wanted at the same cost as our old system."

Implementation started with an evaluation of their current processes. "HealthcareSource was committed to making our process work better. They spent two days going over all of our processes to see what was working and what wasn't," said Hang McDonald, HR Programs Coordinator. Weekly conference calls and onsite training helped guide Aspirus through the implementation and ensured questions were answered quickly. "The feedback has been great," said Hang. "It's easy to use, has made our HR team more efficient, and empowered our managers. The reports have been a great tool to evaluate our recruiting performance. There are so many to choose from and they're so relevant to our field."

### Memorial Health System

The Memorial Health System is a non-profit health system in rural Southeastern Ohio. It has more than 3,500 employees and processes 2,000 applications a year. The system provides over 50 percent of the healthcare to residents in Washington and surrounding counties through a network of two hospitals, outpatient service sites, assisted and long-term care facilities, and a retirement community.

Before Memorial Health System switched to Position Manager in 2010, they were using an applicant tracking solution that wasn't very user friendly. And the company wasn't familiar with the healthcare field. "They were always coming to us looking for suggestions to fix problems," said Tricia Engfehr, Director of Human Resources. "We decided it was time to evaluate new



Position Manager is an easy to use applicant tracking system designed for healthcare.

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Heather Knop  
Oakwood Healthcare System

*"It [Position Manager] is easy to use, has made our HR team more efficient and empowered our managers."*

Hang McDonald  
Aspirus Health System

*"The value proposition was hard to turn down. HealthcareSource guaranteed that we would be able to convert to Position Manager and stay within my budget."*

Tricia Engfehr  
Memorial Health System



HealthcareSource®  
Quality Talent. Quality Care.™



vendors who already had experience working with healthcare organizations and understood our recruiting needs.”

“Memorial Health chose HealthcareSource for a few reasons,” said Engfehr. “They only worked with healthcare organizations and were truly experts in the field of recruiting. We also liked that we could customize the solution but that the core foundation was already established. And the value proposition was hard to turn down. HealthcareSource guaranteed that we would be able to convert to Position Manager and stay within my budget.”

The HealthcareSource Easy2Switch methodology ensured a smooth transition to Position Manager. “The weekly meetings and trainers were extremely helpful at guiding us through the process. And we were surprised how easy it was to download data to Position Manager from our HRIS system,” said Engfehr.

Hospital administration launched a major recruitment push shortly after installing Position Manager. They were concerned that HR wouldn’t be able to find enough qualified candidates to fill positions. “We not only filled all of the open positions; we have a wait list. We reduced a four-month recruiting process to just four weeks,” said Engfehr. Recruiters are also finding

that they’re seeing better candidates — particularly those referred from the HealthcareSource job board. “Position Manager has made us more efficient and created a pipeline of qualified applicants by notifying them when positions are open.”

### Why HealthcareSource?

#### We know healthcare

- 100% focused on hospitals and healthcare
- Over 2,000 healthcare organizations use our solutions every day
- Full talent management suite of solutions

#### We make it easy

- Our services employees are former healthcare HR professionals
- Software-as-a-Service results in fast, easy and low cost implementations
- 98%+ customer satisfaction and customer retention

#### We provide a safe, high pay-back investment

- Great return on investment
- Fair and predictable costs — low annual fees
- We are a financially sound, profitable, and growing company

With over 2,000 healthcare organizations as clients, HealthcareSource is the leading provider of talent management software for the healthcare industry. Through its cloud-based solutions, HealthcareSource helps healthcare organizations source, hire, assess, develop and retain the best workforce possible in order to reduce costs and to improve patient satisfaction and safety. The company’s talent management software solutions include applicant tracking, behavioral assessments, reference checking, learning management and performance management. A private corporation, HealthcareSource focuses exclusively on the healthcare industry and consistently earns high marks for client satisfaction and retention. HealthcareSource was named 2012 category leader for Talent Management by KLAS Research, 2012 Healthcare Informatics Top 100 and 2012 Deloitte Technology Fast 500.

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