



CUSTOMER PROFILE

Outstanding system functionality and top-notch client service prompts Exeter Hospital to switch back to Position Manager®

While every healthcare organization wants to identify and attract the best candidates possible, some face stiffer competition than others for local talent. That's the case for Exeter Hospital in Exeter, New Hampshire. In addition to being within 20 miles of three competitive facilities, its fairly close proximity to Boston can make it challenging to win over top talent.

Recognized as a facility with ANCC Magnet Recognition®, for providing consistently high-quality nursing care to patients, Exeter Hospital is committed to being seen as an employer of choice. The better the organization can hire, the better it can deliver on its mission to sustain and improve the wellness of the seacoast community in New Hampshire. When George Ravalico joined as Director of Recruitment and Retention in 2008, he knew Exeter Hospital needed to make a change to improve its hiring and onboarding processes.

Regretting the move to another ATS

When Ravalico started at Exeter Hospital, Position Manager®, the applicant tracking solution from HealthcareSource, was in place. However, Ravalico felt the software didn't meet the hospital's needs when it came to offering an easily searchable database and automating the onboarding process.

After researching his options, Ravalico chose another applicant tracking system that featured an onboarding solution. The system seemed promising but as soon as the implementation process began, Ravalico started questioning his decision. Extensive configuration was required to get the system to support the hospital's needs. However, Ravalico and his team never met a single person from the vendor's company. Instead, they were limited to a phone call every other week to address all their needs and concerns. Any additional calls

would cost extra. On top of that, the vendor did not offer any training to get users up and running.

Frustrated applicants and plummeting application rates

Poor customer service and lack of training led to many issues. Hiring managers struggled to figure out the basics of the system since it was not intuitive. Moreover, all hiring-related communications had to take place outside of the system, leading to a cumbersome process.

Things weren't much better for applicants. Ravalico's office fielded 10-15 calls per week from frustrated applicants. "Our general voice mail box filled up with messages from applicants who were not able to apply online. We won't ever know how many qualified candidates we lost who did not bother calling us, but we do know that our application rate went down," says Ravalico.

To resolve its issues, Exeter Hospital had to log support tickets and it could take up to 72 hours to get a call back. "As a small organization with no single point of contact within the vendor's organization, we got no attention," recalls Ravalico.

In addition, there was no way to differentiate within the system who owned a requisition, meaning anyone with system access could open, view, put on hold, and close a requisition. Exeter Hospital maintains a full-service recruitment team responsible for screening all applicants. Ravalico didn't want hiring managers taking on this role or putting requisitions on hold without the recruiters knowing.

Recognizing a superior ATS

Knowing the hospital could not continue in this way, Ravalico re-opened the search for



About Exeter Hospital

Location: Exeter, NH

Overview: Exeter Hospital is a 100-bed tax exempt, community-based hospital and one of three affiliates of Exeter Health Resources. Started in 1896 as a small cottage hospital, Exeter Hospital has grown to support more than 5,750 annual admissions and approximately 32,700 annual Emergency Department visits. Its more than 200 affiliated physicians on staff provide comprehensive health care services in breast health, birthing and reproductive medicine, cardiovascular, occupational and employee health, oncology and orthopaedics.

Employees: Approximately 1,500

HealthcareSource Solutions: Position Manager®, Reference AssessmentSM



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a solution, and was pleased to see that Position Manager featured a more robust database and support for onboarding. When it came down to deciding between Position Manager and two other solutions, Ravalico chose Position Manager for a number of reasons.

"We liked that we could interact with a vendor for hands-on support. Plus, my team was familiar and comfortable with Position Manager and HealthcareSource's attention to customer service. We knew HealthcareSource would treat us like a serious client," explains Ravalico. Because of this, Ravalico felt confident that the implementation and go-live experience would be far better with HealthcareSource. "We knew we'd get a dedicated resource, and that HealthcareSource consultants would be on site with us to understand our organization's needs and priorities. Plus, Position Manager integrates seamlessly with Lawson HRIS, which wasn't the case with our last solution," continues Ravalico.

While it was not initially important to Ravalico that the vendor he chose be vested in healthcare, it became a top priority after the nightmare experience with the previous vendor. "That vendor had plenty of healthcare clients. But it didn't specialize in healthcare, so it didn't know how to configure its system to support a hospital with numerous physician practices and different offices and locations. HealthcareSource, on the other hand, has extensive healthcare experience and quickly grasps these details," says Ravalico.

Switching back is a dream

With just three months to get Exeter Hospital fully implemented, the HealthcareSource team wasted no time. According to Ravalico, everything went smoothly. "We received lots of personalized attention and every call

with HealthcareSource was productive. We also never felt limited in our access to support – we knew our dedicated resource was available whenever we needed. I've been involved in four major technology implementations in my career, and this one was perfect."

Because Position Manager is intuitive and HealthcareSource provides extensive training resources, getting users on board was a breeze. "We sent out an email with links to all the training resources and that was it. We offered training classes but no one needed them," says Ravalico.

Improved hiring and onboarding

According to Ravalico, Position Manager made a major difference in the hiring and onboarding process almost immediately. The experience goes much more smoothly from the time someone applies through the onboarding process. Because applicants are no longer frustrated with the online application, Ravalico's office no longer fields calls about problems. Hand in hand with this, the organization has seen an uptick in applications.

Plus, because Position Manager is integrated with Exeter Hospital's HRIS system, all applicant details are automatically transferred from the applicant tracking system to the HRIS system. Before Ravalico's team had to manually transfer the data and then audit it in a three-step process. Now they just conduct minor auditing to ensure there are no problems with the data transfer. As a result, the organization has been able to reduce the resources and busy work associated with the hiring process, along with data-entry mistakes.

Position Manager has also improved the lives of hiring managers and recruiters. The centralized dashboard means all

communications take place in the system. And because Position Manager is so user-friendly, managers and recruiters no longer struggle to get their hiring and onboarding-related tasks completed. The fully searchable database also means recruiters can easily develop and maintain a strong network of candidates so Exeter Hospital can quickly fill open positions.

"Our applicants are happy, and our hiring managers and recruiters are thrilled. And it's not just because of the Position Manager technology. HealthcareSource's personnel are outstanding and fully committed to our success," concludes Ravalico.

CHALLENGES

- Frustrated applicants who had difficulty applying for positions
- Unstable ATS with lack of training
- Drop in application rates
- Poor customer service from their ATS vendor

RESULTS

- An ATS that's easy to use and healthcare specific
- Exceptional client support
- Applicants, hiring managers and recruiters are much happier and productive
- Seamless integration with Lawson HRIS
- Improvements to hiring and onboarding processes

With more than 2,300 healthcare clients, HealthcareSource is the leading provider of talent management software for the healthcare industry. The HealthcareSource Quality Talent SuiteSM helps healthcare organizations acquire, develop and retain the best workforce possible in order to improve the patient and resident experience. The company's cloud-based talent management solutions include applicant tracking, behavioral assessments, reference checking, employee performance, compensation, competency and learning management, and eLearning courseware. A private company focused exclusively on the healthcare industry, HealthcareSource consistently earns high marks for client satisfaction and retention. KLAS Research recently named HealthcareSource a category leader for Talent Management for the third consecutive year, in addition to recognition from Modern Healthcare's "Healthcare's Hottest," Inc. 500|5000, and Deloitte Technology Fast 500.

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