



## CLIENT PROFILE

# Trinity Mother Frances uses Interview Manager to hire the best talent at the lowest cost

Located in East Texas, Trinity Mother Frances is a not-for-profit healthcare organization with more than 4,000 employees, five hospitals, and the area's preferred multi-specialist medical group, Trinity Clinic.

Recruiting and hiring the best healthcare talent has been a key factor in helping them earn national recognition in patient satisfaction, advanced technology, and quality initiatives. In order to find the best talent, the HR department conducts extensive searches for candidates that not only have the required skills, but will also help deliver on their passion to provide excellent, compassionate care to their patients. After a big recruitment push in early 2010, Trinity Mother Frances knew they needed a more structured interview process that would help them quickly identify these people and connect them with hiring managers more quickly.

Alan York, Director of Recruitment for Trinity Mother Frances, explained their need for a solution to help conduct more effective interviews. "Our managers are experts in their fields, but they're not necessarily experts at interviewing candidates," said York. "Too often they were forgetting to ask important questions and found it difficult to recognize concrete differences in candidates."

York also noted the difficulties Human Resources faced in coordinating internal schedules and managing travel expenses for remote candidates.

"Because it was so difficult to coordinate internal schedules, we were looking at a two to four week turnaround time from phone interview to face-face-interview," said York. "And if we needed to fill a position quickly, we were looking at spending \$1,000 for a last minute flight and lodging."

### Choosing a video interviewing solution

Leaders and physicians throughout Trinity Mother Frances were starting to ask questions about video interviewing. "Their peers were using tools like Skype to connect with candidates more quickly," said York. That's when the organization started evaluating video interviewing products that offered features beyond real-time video solutions.

Trinity Mother Frances ultimately chose HealthcareSource Interview Manager<sup>SM</sup> because it offered the opportunity to make the process more efficient with features like standardized interview questions and the ability to archive and share recorded interviews. "We've been a HealthcareSource customer for years and love their products. When they showed us Interview Manager, we knew this was exactly what we



### About Trinity Mother Frances

**Location:** Tyler, Texas

**Overview:** Trinity Mother Frances is the region's preferred health care provider, with a proud tradition of over 70 years of dedicated service to the people of east Texas. As national leader in patient satisfaction, advanced technology and quality initiatives, Trinity Mother Frances is a faith-based, not-for-profit organization dedicated to creating healthy lives for people and communities.

**Employees:** 4,000

**HealthcareSource Solutions:** Position Manager<sup>®</sup>, Interview Manager<sup>SM</sup>



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were looking for,” said York.

The implementation process was virtually seamless and within a few days, Trinity Mother Frances had a branded landing page up and running. The initial rollout was limited to a small group of leadership positions, but quickly caught fire throughout the organization. “It wasn’t long before we started to get buy-in from other leaders who wanted to use the tool for their open positions,” said York.

### Changing the way we hire

Leadership quickly noticed an improvement in the quality of candidates and hiring process after rolling out Interview Manager. That’s because features like video archives make it easy to collect input from multiple decision makers, all of whom can watch recorded interviews when it is most convenient for them. And standardized questions mean more compliant, effective interviews. “The standardized questions made it impossible to forget to ask an important question and made it easier to evaluate tangible differences in candidates,” said York.

Leaders are also seeing another important benefit. They are identifying important qualities such as polish, character, and communication skills. “We’re recognizing qualities that aren’t easy to identify in phone interviews or resumes,” said York.

Candidates are also connecting

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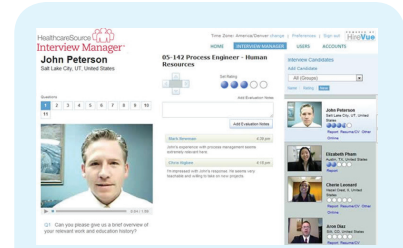
with hiring managers faster, and recruiting travel expenses dramatically decreased. “The Senior Vice President of Operations immediately recognized the value of the product and wouldn’t authorize any travel expenses for interviews unless the candidate had first completed a video interview,” said York.

### Candidate reaction

How are candidates reacting to video interviews? Very well, according to York, “Many of our candidates have jobs and families and can’t just hop on a plane for a job interview. It has really helped us attract passive candidates who might not otherwise want to interview.”

It also makes Trinity Mother Frances stand out as a progressive organization on the cutting edge of technology. “Whenever we encounter candidates who are resistant to this process, it’s a clear hint that they may not be a good fit for our organization,” said York.

Trinity Mother Frances accomplished everything they set out to accomplish when launching a video interviewing solution: they are more effectively screening out the best finalists, travel expenses are significantly lower, and logistics challenges are a thing of the past. “It’s just how we do things now,” said York. “And it will continue to set us apart as recruiting the best healthcare talent.”



*Interview Manager, powered by HireVue, makes it easy to hire better talent faster, gives you a competitive edge and at the same time builds up a talent pool of candidates.*

- Connect candidates with hiring managers faster
- Standardizes questions so you can benchmark candidates
- Gives you early insight into a candidate’s character and communication skills - something not conveyed in a paper resume
- Makes it easy to share recorded interviews to collect input from your team
- Provides a better candidate experience with no logistics or scheduling hassles



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