

CHALLENGES

- Inability to get complete picture of recruiting efforts
- Onerous to manage applicant information
- Time-consuming to handle recruiting-related communications

RESULTS

- Increased visibility of job openings
- Eliminated need to update applicants over the phone
- Reduced time managing applicants and their information
- Freed talent acquisition to focus on strategic activities
- Positioned itself as cutting-edge employer



Presbyterian SeniorCare Uses Position Manager to Streamline and Improve Talent Acquisition

Effective hiring is a difficulty faced by organizations across the healthcare industry. But it is an even bigger challenge in long-term care where employees must handle the higher physical and emotional demands of working with residents and their families. Efficiently staffing up as needed is a must but it requires finding people with both the right skills and temperament for this setting. This was the case for Presbyterian SeniorCare in Pennsylvania. Without a proper applicant tracking system, it struggled to efficiently fill an average of 500 positions annually.

Hampered by Manual Processes

When Mary Kate Bartley started as Director of Talent Acquisition for Presbyterian SeniorCare in 2012, the organization was struggling to stay abreast of job applicants and their status. Applicants could apply electronically, but Presbyterian SeniorCare lacked an efficient way to identify and manage all applications. In fact, the talent acquisition team could not even share the applications and candidate details electronically with hiring managers. Instead, it relied on email and a giant spreadsheet to share this information and track recruitment progress. Without a centralized place to reference applicant details, hiring managers were forced to shuffle through printed copies of résumés received via email and fax. Moreover, there was no way for them to tell whether or not an applicant had applied for more than one position within the organization.

Bartley became acutely aware of this pain shortly after joining Presbyterian SeniorCare when she stepped in for a talent acquisition specialist who was out on maternity leave. “Our process was inefficient. We could not get a full picture of our recruitment efforts or offer applicants an easy way to view positions and apply,” recalls Bartley.

Opting for a Purpose-Built Solution

Knowing the organization needed a better way to manage applications and the recruiting process, Bartley started the search for a solution. As she evaluated a handful of possibilities, she focused on satisfying a number of recruitment goals. The list included enhancing the careers page and functionality, improving applicant visibility of open positions, more easily tracking and communicating about applicants, and reporting on applicants.

According to Bartley, some vendors were able to satisfy one or two requirements, but only HealthcareSource Position Manager® hit all her criteria. Plus, it was the only healthcare-focused solution. “The solution’s healthcare roots gave us confidence and when I asked other HR professionals in the region for their impressions of Position Manager, they all spoke highly of it.”

As Bartley recalls, deployment across three main locations and two departments was incredibly easy. “The implementation team was very organized and incredibly professional and responsive. They kept us on track from beginning to end, but we never felt rushed,” she continues.



ABOUT PRESBYTERIAN SENIORCARE

Location: Oakmont, Pennsylvania

Overview: For more than 85 years, Presbyterian SeniorCare has had one purpose: to meet the changing needs of older adults and their families in Western Pennsylvania and make aging easier. Presbyterian SeniorCare is a not-for-profit, faith-based network offering a multitude of care and living options, including Woodside Place, one of the nation's first Alzheimer's and dementia-specific communities; adult day services; at-home care coordination, personal care; rehabilitation services, skilled nursing care, in-home non-medical services, hospice and palliative care; affordable and supportive housing and premier independent retirement living. Presbyterian SeniorCare assists and supports more than 6,500 older adults of all faiths and income levels annually across 10 western Pennsylvania counties.

Employees: 2,175

HealthcareSource Solution:

- Position Manager®

Streamlining Recruitment

With Position Manager in place, Presbyterian SeniorCare has greatly improved the recruiting process for both its employees and applicants. Rather than navigate across multiple web pages on the organization's site, applicants can now search by position, location and on keywords, making it easier to find positions of interest. They can also pick a certain category and see all related positions across the organization. "Because we now support the key standards of online search, applicants view us as being a modern-day employer," explains Bartley. At the same time, Presbyterian SeniorCare's postings are automatically pushed out to Indeed along with other aggregator job boards and social media sites.

Elevating Talent Acquisition

Once applications are received, Bartley's team now can rely on standard processes for managing all the information and related communications. The talent acquisition team comments regularly on how much easier it is to manage their daily workload with Position Manager. "Our team spends less time organizing information about applicants and their status. Plus, we no longer need to field calls from applicants inquiring about their status as they can see that directly through Position Manager," says Bartley.

"My team can now rise above recruitment processes and spend time to thoughtfully review applications and engage in more meaningful conversations with our hiring managers," continues Bartley. In fact, the organization has adopted a partnered approach to interviewing, involving talent acquisition and the hiring manager in a single interview with qualified candidates. "Position Manager facilitated this change, allowing us to strengthen our relationship with hiring managers and better understand what they seek in their employees," explains Bartley.

Expanding the Impact of Position Manager

Going forward, Presbyterian SeniorCare intends to expand the use of Position Manager across five more locations averaging a total of 270 new hires each year. Currently, these locations rely on paper-based or limited electronic application processes, and face similar challenges when it comes to sharing applicant information and communicating with managers. "We're working on streamlining and standardizing our recruitment processes across all locations in our aging services network and know that Position Manager will facilitate this important step," concludes Bartley.



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About HealthcareSource

With more than 2,500 healthcare clients, HealthcareSource is the leading provider of talent management solutions for the healthcare industry. The HealthcareSource Quality Talent Suite™ helps healthcare organizations recruit, 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. HealthcareSource has been regularly ranked as a leader by KLAS Research for Talent Management, in addition to recognition in Healthcare Informatics 100, Modern Healthcare's "Healthcare's Hottest," Inc. 500/5000, Deloitte Technology Fast 500, and Becker's "150 Great Places to Work in Healthcare" list.