

Client Case Study: Candidate Experience & Recruitment of Exceptional Nurses



SUMMARY

Months into the pandemic, Dignity Health sought a pre-employment partner with creative solutions and a database of professional nurses to boost their depth chart for candidates. EARN was selected to assist across 8 facilities in two Arizona counties (Maricopa and Yavapai).

SOLUTIONS

Enhance Dignity Health's Candidate Experience:

In tandem with Dignity Health's Talent Acquisition Team, EARN's virtual and peer-RN team evaluate and resubmit qualified talent into Dignity Health's Applicant Tracking System using EARN's proprietary process and scoring system.

Identify New Interested Talent:

Using a variety of curated sources, EARN's recruiting team proactively identifies and verifies nurses who meet experience requirements and intent to make a career transition soon

Performance-Based Fee Structure:

EARN's success-based fee structure allows Dignity Health to only pay for results - both for new candidates from EARN's supply as well as peer-evaluated candidates originating from their own talent acquisition efforts. Win-Win!



EARN

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CASE STUDY

TACTICS

- Enhance Dignity Health's Candidate Experience by allowing professional nurse applicants with an exclusive opportunity to virtually interview with EARN Care's peer-based RN team for feedback and recruiting assistance.
- Re-engage and direct previously rejected candidates back into newly opened nursing positions through EARN's Recruiting Team and DH's Talent Team
- Co-Promote local hiring events

ANNUAL OUTCOMES

- 98% Candidate Retention for 16 months+
- 100+ Direct-Hires
- 700+ Completed Peer-Evaluations of Candidates
- Successful hires at all 8 Arizona facilities
- Grateful hires who are being retained long-term

MONTHLY AVERAGES

- Email engagement/Co-Promotion = 55% open rate & 10% click-through rate
- 60 Peer-Evaluated and presented candidates per month
- 7 direct hires per month



97%

RETENTION FOR ALL PLACED NURSES

(OCT 2021-JUL 2023)

TESTIMONIAL

"The team at EARN Cares far exceeded any of my expectations in finding my new job! The meeting with the nurse evaluator was stress-free and showed that EARN truly cared about my goals for not just employment, but improving my career and life. Coming from out of country this attentiveness and expertise was invaluable in my job search!"

DOUG RAE, RN PLACED
ST. JOSEPH'S MEDICAL CENTER AND HOSPITAL

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 Dignity Health[™]