

How Global Medical Response makes job posts personal to attract hard-to-find talent



Providing emergency care to all 50 states takes a lot of talent. To recruit the workers it needs, GMR tapped iCIMS to create a “best-in-class” candidate experience.



iCIMS Career Site

creates web pages that show candidates how a job with GMR allows them to serve their community.



iCIMS Video Studio

gives GMR’s specialty-specific career pages a personal touch.

THE CHALLENGE

Global Medical Response provides ambulance, fire and air services when patients need it most. It operates in 4,000 communities, where the organization depends on a wide range of professionals – from EMTs to pilots – to provide compassionate, quality medical care.

Like many organizations in the healthcare industry, Global Medical Response has grappled with a low supply of workers. Because of its wide footprint, this challenge manifests in numerous ways for the emergency care provider. When the organization recruits in rural locations, it finds few workers with the right qualifications. When it searches for talent in big cities, it meets competition from other employers.

Global Medical Response by the numbers:

38,000

clinicians and
support personnel

8,100

ground vehicles

372

rotor-wing aircraft

167

fire vehicles

127

fixed-wing aircraft

Q: How did iCIMS help GMR overcome industry-wide challenges?

A: Jessica Olsen, head of talent acquisition: Global Medical Response provides care to the world at a moment's notice, providing healthcare when patients need it most. The challenge is that the talent landscape has evolved over time. When it comes to healthcare, sometimes there's not enough qualified talent to meet the needs of the business.

We have hundreds of locations all over the nation. When we're looking at rural locations, a limited amount of people are qualified. And then in big cities, it's the competition that really challenges us as well.

But with iCIMS, our career website has really positioned us to present a best-in-class look, feel and experience for candidates. They know exactly who they're applying to and are getting excited about it through the different types of content and video testimonials on our site.

iCIMS works hard to provide an all-in-one suite of tools for us to be more resourceful, efficient and effective. That's really important for us as we move forward.

Q: What role has iCIMS played in GMR's growth?

A: Jessica: iCIMS has been a great partner for me and for our organization. When I've had questions, they've really come and dug deep to identify those challenges.

Some of those challenges have been related to our growth. In the past couple of years, we've grown very rapidly as an organization. We've pulled together a lot of brands and scaled quite quickly.

With that, we really needed support on how to do that in the right way, when it comes to bringing in talent. iCIMS was able to have the right discussions and be a great partner in solving this.



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Jessica Olsen
Head of talent acquisition
Global Medical Response