

How a healthcare system achieved a 27% application conversion rate



THE CHALLENGE

- Prior to implementing iCIMS, Mercy's ATS had several major shortcomings. It was difficult and time consuming for candidates to apply on a mobile device, and recruiters dealt with clunky, manual processes.
- Mercy's team also relied on outside agencies to fill certain key roles, including travel nurses.
- As the healthcare organization grew, Mercy's recruiting team has continually improved and refined their processes, finding new ways to scale, engage talent quickly and reduce costs.

THE RESULTS

Mercy's partnership with iCIMS has increased since adoption of the platform in 2015. Over time the team added new products – including Career Sites, Candidate Relationship Management and Opportunity Marketplace – which have helped make their recruiting efforts more efficient and sustainable.

27%

Application conversion rate

11 days

Time to hire

25,000

Candidates per month

"Adding on the CRM helped us shift from manual outreach to organized campaigns."

Paul Kinsey,
Executive Director of Talent
Selection Innovation,
Mercy

Building a workplace that works for everyone

Key to Mercy's success has been the ongoing education their team receives from iCIMS about how to optimize their recruiting processes and adapt to healthcare hiring trends. For example, Mercy's team now offers candidates more flexible working arrangements.

"People these days... want more decision on when and how they work. If we can provide more opportunities for someone who might have children and can't work certain hours, but they can work four hours at night because their spouse is home, it helps all the way around."

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