

How Norman Regional Health System draws candidates home



THE CHALLENGE

- Relying on outdated tech and manual processes, Norman Regional Health's team needed a recruitment overhaul to stay competitive in a tight labor market
- Outreach is key to their recruiting strategy – including for external job seekers, internal candidates and boomerang talent
- Norman Regional's team also needed better analytics across the hiring lifecycle to measure their performance against peer organizations and themselves

THE RESULTS

By partnering with iCIMS, Norman Regional Health's team overhauled their hiring processes, sped up hiring and established a competitive employer brand.

60

Average rehires made per quarter

65%

Candidate response rate

7 mins

Candidate response time

"We have a true partnership with iCIMS. It's not just a directive or some stats thrown at us, and then we are left alone. iCIMS has helped us tremendously and followed through with everything and helped us learn."

Eric Shaw
Talent Acquisition Manager
Norman Regional Health

Welcoming back past employees

Norman Regional Health rehires an average of 20 former employees per month and 60 per quarter through their Welcome Home Campaign. The team leans heavily on iCIMS Text Engagement to reach these busy candidates and iCIMS Video Studio to share their career journeys with others – including why they came back.



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