

Leveraging Multiple Recruitment Tools To Fuel Growth & Reduce Time-To-Hire

Background

Since 1996, Always Best Care has helped families with non-medical in-home care and assisted living placement services.

Challenge

Always Best Care Dallas is a high-growth home care agency. The team must keep existing cases staffed with top-notch caregivers while acquiring new candidates at a fast rate to meet local demands. Not only is there a labor shortage in the Dallas market, but owner, Marcus Gardner, will only hire the best candidates to maintain his strong brand reputation and service the community.

“*The quality level and show-up rates of caregivers coming from myCNAjobs is superior to other resources.*”

Marcus Gardner

Owner

Always Best Care

Solution

Marcus and his myCNAjobs Account Strategist devised a solution that combined four tools:

1. Access to the Caregiver Marketplace
2. Recurring Job Postings
3. Career Fairs
4. Interview Booking

The office's internal recruitment team worked alongside the myCNAjobs recruitment team. Each day, the Always Best Care team logged into myCNAjobs to access the Caregiver Marketplace and review job applicants. Local office recruiters could see if there were candidates that the myCNAjobs team had already booked on their interview schedule, allowing them to focus efforts on new candidates. With the Interview Booking service enabled, the myCNAjobs recruiters were able to reach candidates in near real-time during off-hours. This allowed maximum coverage and most importantly, a continual flow of interviews. Additionally, the office held quarterly Career Fairs to attract a new type of candidate and build local excitement.

Result

The office is meeting their hiring needs. This is a herculean effort and it's working. Recently, the team also started leveraging built-in digital reference checks via Checkster, an integration partner of myCNAjobs. Now, the office is getting more hires and processing candidates more quickly.