



Interview Booking Allows Franchise To Hire Great Caregivers They Couldn't Before

Background

Home Helpers is a national home care franchise dedicated to working with families to make the best care decisions for quality of life and peace of mind.

Challenge

Kristin Worthington, owner of Home Helpers of Greater Cincinnati and Northern KY was experiencing business growth that outpaced their ability to recruit. She needed a way to attract new candidates without the large time commitment traditional recruitment solutions require.

“ A caregiver hired via myCNAjobs Interview Booking made a drastic improvement in his new client's quality of life. Thanks to the program, we didn't miss out on this special Caregiver.

Kristin Worthington


Owner

Solution

Kristin began leveraging the myCNAjobs Interview Booking program. After a brief setup call with her dedicated Account Strategist, the myCNAjobs team began sending pre-screened candidates directly to Kristin's office for interview. This program worked alongside her other recruitment channels, attracting passive candidates Kristin's team wouldn't have been able to reach before, and saved them valuable internal time. Due to the flexible nature of Interview Booking, Kristin was able to adjust it to match business demand by ramping the program up when lots of new cases come in.

Result

Kristin was able to scale recruitment to meet the needs of her fast-growing business. With Interview Booking, Kristin made hires her team previously wouldn't have been able to reach, allowing her to provide the best possible care to her clients.

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