



Turning Recruitment Into An Everyday Strategy

Background

ResCare HomeCare, serving 43 states, is the largest privately-owned homecare provider in the United States, allowing seniors to age in place.

Challenge

The Clearwater, Florida office experienced a sudden increase in demand for new services. Although a good problem many companies wish for, it left internal teams scurrying to staff cases. Historically, recruitment was somewhat reactive. The office couldn't grow without creating a strategy to quickly drive a larger pipeline of talent. With the influx of new business, reducing time-to-hire while still providing quality care become paramount.

Solution

ResCare revamped their recruitment processes to become more proactive, building in two recruitment products to aide in the effort. Working closely with a myCNAjobs recruitment strategist, internal teams utilized the caregiver marketplace and job postings, including both automated and flexible jobs. Daily, a team member was assigned to visit the caregiver marketplace and review applicants to court and screen candidates. The filters in the caregiver marketplace empowered teams to search resumes at a granular level to meet specific case needs while the automated postings saved precious time. With the real-time approach, there was a swift increase in candidate response rates.


Result

The improved proactive recruitment approach is still in place today and has been a key part of growing the business.

“ myCNAjobs has been great in helping us achieve our hiring goals - we have doubled in size. I have recommended your services to other ResCare offices throughout Florida.

Manda Minch

Branch Manager
ResCare Clearwater

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