



# Right Tools + Right Recruiter = Recruiting Success

## Background

Senior Helpers Franklin/Nashville is part of a nationally renowned home care franchise, offering non-medical, in-home care to the elderly, specializing in Alzheimer's and dementia care.

## Challenge

Internal recruiter, Michelle, found it challenging to meet staffing demands for a large territory in Nashville. In addition to high volume needs, the team often needed to fill niche cases quickly.

## Solution

The team subscribed to two traditional myCNAjobs tools - the job board and resume marketplace. Michelle worked with a myCNAjobs recruitment strategist to optimize job content and was committed to logging in frequently to review applicants. Within the marketplace, Michelle would leverage the filtering system to help find caregivers that would work in a home with pets, could meet driving requirements, and would likely want to work in areas she was actively recruiting.

## Result

With an additional recruitment channel in tow and a sound internal recruitment strategy, Michelle was able to:

- Recruit caregivers more closely to new client homes
- More efficiently source candidates based on candidate preferences

“ I use a lot of recruiting tools and appreciate that the caregivers on myCNAjobs are easy to reach. myCNAjobs offers exceptional candidates. It's helpful to target exactly what I'm looking for.

### Michelle Noles

Recruiter

Senior Helpers