



UNITED HOMECARE
SERVICES



Agency Grows 100+ Hours via Interview Booking Service

Background

United Homecare Services is a nonprofit agency serving seniors in seven counties in Western Oregon from three agencies. Rhonda Kay Leonard is the Administrator/Area Manager at their location in Beaverton, OR.

Challenge

Like many agencies across the country, Rhonda Kay oversees the many responsibilities of recruitment and she was struggling to staff cases for their growing agency in a market without enough caregivers. They were finding what worked historically wasn't providing the volume of hires needed to avoid turning away valuable cases. Rhonda Kay was looking for a creative way to reach more caregivers knowing she couldn't increase the amount of time she spent recruiting.

“ With myCNAjobs tools, we've been able to grow our client base. We appreciate the support of our Account Strategist in coaching on market trends and proven strategies to entice more caregivers.

Rhonda Kay Leonard

Administrator / Area Manager

Solution

Rhonda Kay enrolled in myCNAjobs' Interview Booking service alongside the Marketplace and Job Board tools to tap into new caregivers and expand their existing recruitment strategies. The Interview Booking program worked alongside her utilization of the myCNAjobs Marketplace and Job Board to access caregivers via myCNAjobs' real-time recruitment engine. Within seconds of a caregiver that lived in or near Beaverton engaging with one of myCNAjobs' resources, myCNAjobs Recruiters would screen candidates and get them excited about the possibility of working for United Homecare Services. Better yet - all of the recruitment tools were integrated - ensuring efficiency across the board. myCNAjobs recruiters worked alongside Rhonda Kay to recruit caregivers that she wasn't already courting to help cast a wider net and fill positions more quickly.

Result

By combining the real-time approach of Interview Booking with Rhonda Kay's own recruiting efforts through the Marketplace and Job Board - United Homecare was able to reach new candidates, improve interview show-up rates, and make more hires to meet the growing demands of their business. Rhonda Kay's Beaverton Office grew their client hours by over 100 - something that wasn't possible before. They're now looking to expand this multifaceted strategy across their other locations as well.

 (312) 566-8520

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