

Helping BrightStar Grow A Local Recruitment Brand to Unlock More Hires

Background

BrightStar Care is a leading national home care franchise focused on providing full service in-home care, child care, and medical staffing for individuals, families, and healthcare facilities. John Mason owns the local office in San Fernando Valley, CA.


Challenge

John was challenged with finding quality candidates in a hard-to-recruit market with stiff competition for caregivers. He was looking to grow his team by 8-10 new hires per month, while ensuring his caseload could be properly staffed. John struggled to differentiate his agency and recruitment offering from others in the market and experienced a low interview show-up rate. He was looking for a partner to help him get more caregivers excited about joining his growing agency and help him stand out.

“ Before the program it felt like we were scraping the bottom of the barrel in our area because we needed people. The quality of candidates we’ve seen through myCNAjobs has been good. We were sitting on a 24/7 case that we were having trouble staffing. Through the Interview Booking program we were able to hire a few more CNAs and have since filled those client hours.

John Mason

Owner

 (312) 566-8520

 myCNAjobs.com/hire




Solution

John enrolled in myCNAjobs’ Interview Booking service to tap into caregivers he wasn’t otherwise reaching in his local market to supplement his existing recruitment strategies. The Interview Booking program worked alongside his current team’s recruitment efforts to access caregivers via myCNAjobs’ real-time recruitment engine. Within seconds of a caregiver engaging with one of myCNAjobs’ resources within John’s territory, myCNAjobs Recruiters would connect and sell around John’s unique recruitment offering. The myCNAjobs team provided John the megaphone needed to recommend them as a great place to work and get candidates excited about the possibility of joining the BrightStar Care team.

Result

By utilizing the myCNAjobs’ Interview Booking service, John’s team was able to reach new candidates, differentiate his brand in a crowded market, and make more hires to meet the growing demands of their business. Within the first two weeks - myCNAjobs booked 16 interviews for John’s team, they hired 9 new caregivers and significantly lowered their cost per hire to \$80.

RESULTS - First Two Weeks:

-  Booked Interviews: 16
-  Candidates Hired: 9
-  Cost Per Hire: \$80