

Partnering With HR To Recruit CNAs While Saving Time

Background

Cascades Verdae is a senior living community based in Greenville SC, offering many different types of care options under one roof.

Challenge

Within Greenville, there's a clear shortage of Certified Nursing Assistants. The internal HR Director was responsible for many aspects of recruitment, onboarding, retention, and human resources. It was time-consuming to cull through stacks of resumes to drive candidates to the door and getting tougher to reach applicants that hadn't applied in the past.

Solution

Cascades Verdae leveraged myCNAjobs' interview booking service, purchasing 20-booked interviews. The myCNAjobs team worked closely with the HR Director to outline the community needs, benefits and set open interview times. Then, myCNAjobs got to work, tapping into CNAs in the area via myCNAjobs' 'real-time recruitment engine'. The engine helped source passive CNAs that were visiting myCNAjobs for schools, scholarships, and training. myCNAjobs Recruiters pre-screened each candidate and ignited excitement to interview with the local community.

Result

Within six weeks, myCNAjobs delivered:

- » 20 Booked Interview
- » 19 Show-ups
- » 14 Hires

“ It was extremely helpful to have pre-screened, quality candidates come through our doors without us having to spend time reaching out. I'm excited to use myCNAjobs again when we have more hiring needs.

Amanda McGrath

HR Director