

Ten CNA Hires in Eight Weeks...Made Easy

Background

With more than 280 senior living communities in 30 states, Five Star Senior Living is one of the largest providers of senior living solutions in the United States. With a capacity for more than 23,000 residents, Five Star is recognized for their innovative programs and is a leader within the industry.

Challenge



Lexington Country Place, Five Star's Assisted Living property located in the heart of Lexington, Kentucky, was struggling to access new CNAs in the local area while also finding enough time to recruit. Nationally, recruiters now need to call 100 caregivers to make a few hires. The internal team was responsible for wearing many hats and with a clear shortage of CNAs, they turned to myCNAjobs for help.

Solution

Lexington Country Place leveraged myCNAjobs' interview booking service, purchasing 20-booked interviews. The local HR Director had a 20-minute phone call with a myCNAjobs Recruitment Strategist to outline when she wanted to interview, what the needs of the building were, open shifts, and the key benefits of working at the community. Based on this, myCNAjobs got to work by tapping into CNAs via myCNAjobs' 'real-time recruitment engine', an AI platform that helps recruit talent that's most likely to turn into a hire. Multiple candidates were pre-screened and the best were sent to interview at the community. The myCNAjobs team courted each candidate up until the point of the interview and then the HR Director pushed the relationship forward.

Result

Within 8 weeks, myCNAjobs booked 20 interviews. Out of the 20 interviews, 15 candidates showed-up for the interview and 10 hires were made.

-  **Booked Interviews:** 20
-  **Show-Ups:** 15
-  **Hires:** 10