



# Case Study: CoreMedical Group

For many organizations, various arms of the company can feel like they're off doing their "own thing," which can result in a fractured candidate experience (and subpar results). Here's a snapshot of how the right solution - Sense - can create better internal and external experiences, leading to game-changing results.

## The Customer

CoreMedical Group specializes in hiring traveling nurses (RN, LPN), traveling therapists (PT, OT, SLP), permanent nurses (RN, staff, and management levels), interim leadership, and physicians (MD, Locum Tenens).

<https://www.coremedicalgroup.com>

## The Challenge

CoreMedical Group achieved growth and success in the healthcare industry through their strong focus on hiring and fostering the right talent while operating in line with their core values.

**But:**

They recognized they lacked the ability to deliver a premium candidate experience. Most notably, there was no cohesive process between recruiter outreach to capture talent, candidate communication, and cross-functional team tasks within their organization.

Manual processes such as recruiters texting candidates individually on their personal cell phones, and a separate sourcing process, made for lengthy hires with errors, leading to candidate drop-off.

Ultimately, this was attributed to an overall lack of strategy with a glaring question: how do we best utilize our excellent team to retain and nurture excellent talent?

## The Solution

After meeting with the Sense team, CoreMedical Group's Director of Marketing quickly realized that the technology, support, and service offered by Sense were unparalleled in the market. Subsequently, they went "all-in" on Sense Engage. Today, the marketing department "owns" Sense internally (with assistance from IT with technical requirements), with an automation specialist on staff to create and deploy journeys, and coordinate between sales, marketing, and recruiting to ensure Sense is being fully utilized at every level.

Although marketing was "all-in" from Day 1 with Sense Engage, they leaned on Krysha and Michael from the Sense team to help everything go smoothly and convert understandably-skeptical recruiters into believers!

The Sense team worked with CoreMedical Group to personally set up their initial journeys and complete technical setup/onboarding. The personal touch helped tremendously as the CoreMedical Group team had some understandable apprehension from recruiting in particular to a "technical" solution for a very "human" industry. The Sense team made a concerted effort to patiently explain the benefits of automation – including how it empowers them to have more, better 1:1 and personal conversations or messages. By collaborating with the Sense team, CoreMedical Group recruiters love to tell candidates that some of their messages may be automated, but that they're "always here and sending some [personally] as well."

More recently, CoreMedical Group has been so thrilled with the Sense platform and its dramatic impact on their hiring that they have added our Recruiting Chatbot and Sense Meetings to their tech stack (and are already seeing results!).

## The Result

You could summarize the results for CoreMedical Group in a simple formula:



While some results can take time to see, others are often quick and dramatic. The CoreMedical Group team was able to quickly automate **close to 60% of tasks they completed manually in the past.**

Rather than one-off blasts with links to jobs, the quick ability to automate repetitive tasks freed their team to develop and implement a strategy. So quickly in fact, that in comparison to the first two quarters of 2021, the CoreMedical Group team saw 7x the amount of new hires, 7x the rehires, and 6x the number of extensions in the same time frame. In addition to the exponential growth in placements, the team has saved a total of almost 8,000 full-time employee hours in the first two quarters this year.

If it felt to the CoreMedical team that results improved across the board...  
That's because they did.

By focusing on personalization at scale, they maximized their recruiter workflow and CX in new and powerful ways.

**Improved candidate relationships.** Automation tends to ensure no one falls through the cracks, and actually increases and improves 1:1 communication!

**Increased retention and redeployment.** At first, CoreMedical Group became accustomed to journeys and using the platform by focusing on on-assignment check-ins. By taking those out of the recruiters' manual tasks and leveraging automation, they were able to resolve issues that would have previously gone unreported.

And with Notes tracking EVERYTHING in Bullhorn, every message, response, touchpoint – all of it – was (and is) powerfully saved in candidate records. Previously, their recruiters were texting 1:1 on their phones, without any notes in candidate records. It truly was a free-for-all. Now, it all happened automatically, with critical insights and data saved easily to candidate records. A powerful change for their recruiting team.

Of course, the COVID-19 pandemic changed operations for many healthcare organizations. And with CoreMedical Group hiring such in-demand talent, Sense proved extremely critical for their team, particularly in the early days. As they shared with our team:

7X

Number of rehires and new hires

6X

the number of extensions in the same time frame.

8K

full-time employee hours saved in the first two quarters this year.

1.5K

dormant candidates re-engaged from their database

30

hires attributed to Sense alone in just one quarter

79

Their NPS increased to more than twice the industry average

“

I don't know how we would have maneuvered through [COVID] without [Sense],”and the ability it provided to send critical messages to all talent quickly.

## Enter Chatbot

Now with Chatbot, Sense is again proving a game changer for the CoreMedical Group team. It has had a major impact on the way their teams engage with candidates, creating more positive experiences and maximizing recruiter productivity. In fact, Chatbot re-engaged 1.5 thousand dormant candidates from their database, quickly and efficiently.

And in addition to those hires (we mentioned earlier that they attributed 30 hires to Sense alone in just one quarter!), all these improvements to CX have paid off. Their NPS increased to a top-of-the-pack 79 (more than twice the industry average). They also increased online reviews by adding a message to positive NPS survey responses asking them to write an online review.

Our team loves to hear about the successes our customers are achieving by fully embracing and leveraging Sense technology. Congratulations to the CoreMedical Team on these and all future successes!

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*Ready to take your hiring to the next level? Talk to a Sense representative today to discover how you can save precious recruiting hours while driving a transformative candidate experience.*

Drop us an email at [sales@sensehq.com](mailto:sales@sensehq.com).