

Case Study: Medical Facility Pipeline

CHALLENGE

Develop a large candidate list of specifically qualified medical professionals to staff an entirely new cancer center.

A major non-profit hospital group needed to find qualified, experienced, specialized candidates to staff a new state-of-the-art cancer centers. Their search began one year prior to opening the new center.

They provided us with a target list of comprehensive cancer centers from which they would like to recruit Oncology Medical Physicists, Dosemetrist, Transplant Nurses /BMT Nurses, In-Patient Oncology RNs, APNS, Managers, and Assistant Nurse Managers.

For each candidate name we provided, we were asked to include email addresses and direct dial phone numbers, or at least phone numbers to the unit station desk for the candidate, in addition to basic information. Which meant conducting intelligence on correct email configurations because each company or hospital has their own email address conventions.

RESULT

Despite the fact that most of these professionals are not on LinkedIn or other professional social media sites we were able to provide them with over 500 names including title, qualifications and contact information.
