

St. Mary's Medical Center Moves into the 21st Century with the nowHIRE Applicant Tracking System

Automating the Talent Acquisition Process Reduces Administrative Costs and Time-to-Fill and Improves Overall Recruitment Effectiveness



St. Mary's Medical Center is one of the largest medical facilities in the tri-state region of West Virginia, Ohio and Kentucky, with more than 2,400 employees. The medical center is also a teaching facility and home to a regional heart institute, cancer center and neuroscience center. St. Mary's processes 30,000 applicants per year for all positions – from janitorial to administrative to nursing.

THE PROBLEM: OUTDATED TALENT ACQUISITION PROCESS

Prior to automating their talent acquisition process, St. Mary's Medical Center required all applicants to fill out paper applications and either mail them in or apply in person. Applications were getting lost, and sometimes qualified candidates wouldn't hear from St. Mary's. The medical center was finding it difficult to recruit beyond the local area and risked losing integrity among its applicants due to poor communication.

HR Director Dan Weaver decided it was time to bring St. Mary's into the 21st century with an applicant tracking system. He looked at four systems, but most of them were focused on medical positions (nursing) and didn't allow for flexibility with non-medical personnel (janitorial and administrative). St. Mary's wasn't looking for a different hiring process – they had a unique and effective workflow process – but for a way to update and streamline its existing recruiting system.



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Weaver ultimately chose nowHIRE's ATS because nowHIRE president Joseph Impastato assured Weaver that it could be configured around St. Mary's current workflow process, which was of the utmost importance to Weaver and his team. Plus, St. Mary's needed to automate its background check process and potentially automate its new hire onboarding activities – something that many ATS vendors have trouble with.

THE RESULTS: REDUCED TIME-TO-FILL BY 40% AND SAVED \$50,000 ANNUALLY

Be it system configuration, implementation, or day-to-day support, nowHIRE's team is the best there is.

A key difference in St. Mary's recruiting efforts is that now they are able to attract candidates from outside the tri-state area, which helps them fill high-demand roles. "We used to get only about 4,800 applications a year," said Jennifer Gore, St. Mary's nurse recruiter and employment coordinator. "Since we switched to the nowHIRE ATS last year, we can recruit more effectively internally on our Intranet and externally on our public website. We jumped to over 30,000 applications in the first year, allowing us to choose from a greater pool of talent."

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The new paperless hiring process increased efficiency as well. Whereas previously, a new hire would occasionally report for the first day of work and not be in the HRIS because the paperwork wasn't submitted correctly, no one slips through the cracks now because of the nowHIRE ATS implementation. New hires are seamlessly processed in the system and uploaded into the HRIS. The nowHIRE ATS has helped them centralize the hiring process and decreased time-to-fill by approximately 40%. The average time-to-fill for all employees went from 43 days to about 26 days in the span of one year.

"Our primary quality goal for the first year with the nowHIRE applicant tracking system was to reduce time-to-fill across all reqs," says Weaver. "And that's exactly what we did. We also reduced our recruiting administrative costs by over \$50,000 annually."

Besides administrative time and money saved, both Weaver and Gore concur that nowHIRE's customer service is the best they've ever experienced from a vendor. "From system configuration to implementation to day-to-day support, nowHIRE's team is the best there is."

nowHIRE: A COMPLETE ATS APPROACH



Since 1998, nowHIRE has been a premier provider of applicant tracking systems for companies of every size and in every vertical imaginable. Their industry-defining solutions feature fully integrated, Web-based recruiting and applicant tracking software modules that allow companies to customize the software to their specific recruiting needs – whether it be for hourly, salaried, internal, contingent, recruitment-based or any combination thereof. nowHIRE's solutions provide an easier, faster, better way to approach talent acquisition to give companies what they call "Zoom" – the competitive edge.



nowHIRE • 21220 Kelly Road • Eastpointe, MI 48021 • 800.724.8546 • www.nowHIRE.com