

Peopleclick® Case Study: Peopleclick Helps HealthPartners Streamline Hiring Process

Peopleclick RMS™ increases HealthPartners' applicant pool

HealthPartners at a Glance

COMPANY: HealthPartners

INDUSTRY: Healthcare

HEADQUARTERS:
Bloomington, Minn.

EMPLOYEES: 5,200

THE SOLUTION: Peopleclick RMS™

SOLUTION DESCRIPTION:
RMS is a web-based and enterprise-wide solution that integrates the work of recruiters and hiring managers to simplify, automate and track the hiring process.

The Challenge

Regular communication gaps and fragmented candidate tracking were signs that HealthPartners, a family of non-profit Minnesota health care organizations, needed to transform its paper-based recruiting system. With approximately 8,000 annual applicants to staff the organization's medical and dental clinics, health plan and corporate offices, applicant sources were untraceable and it was difficult to link communications between hiring manager, recruiter and applicant. At times, the long communication cycle resulted in recruiters seeking candidates for positions that were already filled.

As HealthPartners' 5,200-person workforce is key to caring for 350,000 patients and providing coverage for more than 630,000 members, HealthPartners wanted a way to automate and streamline the hiring process online.

"With the complexity of our business, including two unions, medical and dental clinics and a health insurance company, we needed to redesign our staffing strategy. The recruiting process was not as effective as it should be," said Jill Bothwell, workforce staffing manager for HealthPartners. "We wanted a partner that could stand by us and walk our recruiters and hiring managers through the new system, a new world of recruiting."

The Solution

HealthPartners turned to Peopleclick to help the company streamline and track its recruiting communications and processes. With Peopleclick RMS™, a web-based solution that automates and manages the hiring process, HealthPartners' recruiting moved online. To ease the transition for hiring managers, HealthPartners worked closely with Peopleclick to develop a test environment before it went live. Any apprehension due to a change in routine was alleviated by constant communication between hiring managers and human resources.

In addition to its efficiency and adaptability, HealthPartners chose RMS for the real-time tracking it provides hiring managers and recruiters at all stages of the application process. For example, an automated approval process that uses trigger emails to notify recruiters when hiring managers move candidates to the next stage of the hiring process streamlined communications. RMS also integrates with HealthPartners' Human Resources Information System (HRIS), allowing new hire information to flow directly into the HRIS.

"HealthPartners is an organization that realizes the importance of attracting quality candidates," said Stephen A. Sasser, Peopleclick's president and CEO. "With nearly one in four Twin Cities metro area residents depending on HealthPartners for some form of their healthcare, it is essential that HealthPartners be able to identify and place the best candidate quickly. Peopleclick makes that happen with less effort than ever before."

The Results

In addition to an exponential increase in the total number of HealthPartners' applicants, traffic to the Career Opportunities section of HealthPartners' website increased significantly through the RMS "Search & Apply Online" function. Hits spiked from 3,314 in the first quarter of 2003 to 44,268 in the second quarter after RMS was implemented.

In addition, the Peopleclick-HealthPartners relationship allowed HealthPartners to:

- Develop a fully-functioning online career site
- Utilize stronger recruitment management planning
- Correspond more efficiently with potential candidates
- Increase recruiter productivity
- Reduce paperwork and remove four legal-sized filing cabinets
- Offer a more accurate and efficient on-boarding process
- Comply with union rules

About Peopleclick

Peopleclick provides software and services that empower companies around the world to find, attract and hire quality people—in less time, with less risk. Peopleclick's technology, consulting expertise and support give companies the vision and flexibility to strategically manage all of their talent resources—whether they are salaried, hourly or contingent. Founded in 1997, the privately-held company currently serves 1,800 clients in 192 countries, including 54 of the Fortune 100. Peopleclick products support users in organizations ranging in size from large, multi-national corporations to small and medium-sized businesses.

For more information on Peopleclick and its market-leading talent acquisition technology, visit www.peopleclick.com.

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