Interim Healthcare Enhances Their Candidate Pipeline and Quality of Care with ✲pandoIQ

BACKGROUND:

Interim Healthcare is the oldest and most experienced healthcare franchise company in the United States. It contains a network of over 300 independently owned franchises committed to providing the most compassionate and professional care available to the communities they serve. Interim Healthcare's Texas location helps healthcare facilities staff their home healthcare support and provides personal care services within the Greater Houston area. The team employs around 80 people including 40 to 50 field clinicians ranging from Registered Nurses, Licensed Vocational Nurses, and Certified Nursing Assistants that care for patients daily.

THE PROBLEM:

Due to struggles stemming from the COVID-19 pandemic, the Interim Healthcare Houston team was experiencing a severe nursing shortage. Increased turnover and burnout meant that the team needed more Licensed Practical Nurses and Licensed Vocational Nurses on their roster to continue successfully maintaining their care facilities. Unfortunately, they struggled to find a reliable system. They began manually posting open positions across various job boards and sites but found they had very little control over their spend and reach. This largely manual process failed to attract a high enough number of candidates with relevant experience. Additionally, a lack of comprehensive reporting meant they were often flying blind, unable to pivot their strategy as needed or understand where their dollars were being spent. They tried to throw more money at the problem, but that only made things more costly, and they had little to show for their efforts.

Growing more frustrated, the Interim Houston team needed a partner that could help them reach more qualified candidates, track their spending, and ultimately, allow them to overcome the healthcare worker shortage that has been negatively affecting their communities.

THE SOLUTION:

From the start, the team at Interim Healthcare Houston saw significant improvements after implementing PandoLogic's programmatic job advertising solution, pandoIQ. The platform optimized their recruitment strategy and enhanced their candidate pipeline—both in volume and in the quality of the applicants they were able to attract. By intelligently targeting the best talent across PandoLogic's vast job network, Interim's applicant volume skyrocketed by over 700%, and their average cost per applicant (CPA) dropped by 77%. Within eight months using pandoIQ, they tripled their roster of highly qualified Registered Nurses, Licensed Vocational Nurses, and Licensed Practical Nurses, allowing them to double the number of patients they could treat.

Beyond that, the Interim team gained valuable reporting and insights via the pandoIQ dashboard. These surfaced insights provided greater visibility into their spend, so they could easily see how their funds were allocated, with the comfort of knowing that the AI-enabled platform was making real-time adjustments to maintain an optimal budget ROI. Additionally, these insights allowed for further data-based budgeting to increase recruiting and meet customer demand when needed. With the help of pandoIQ, the Interim Healthcare Houston team is no longer flying blind. They are now well-equipped to deliver on their promise to provide quality care and help improve the lives of the people they serve.

RESULTS

77%
decrease in cost per candidate

700%
increase in applicant volume

Tripled the number of nurses on staff

3X

66 99

We wouldn't have grown...without PandoLogic. If we were still on [the other job site], there's no way we would have been able to do this.

**- Jacob McCoy,
Interim Healthcare Houston Franchise Owner**

Interim HEALTHCARE®

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a Veritone company