AI-Enabled Recruiting Helps Nomad Health End Staffing Shortages

BACKGROUND:

Nomad Health is a staffing company and platform committed to connecting nurses with rewarding careers in healthcare. Nomad's driving force is their dedication to ending the rampant healthcare staffing shortage and, pre-pandemic, their strategy to get there worked well for them. Their adept marketing team and persistent recruiters utilized a single job board approach for every market and role. This strategy quickly made them one of the top providers for traveling nurses in the United States and a disruptor in the healthcare staffing industry.

THE PROBLEM:

The onset of COVID-19 multiplied staffing issues nationwide. Dwindling hospital staffs across the United States were struggling to meet the needs of increasing patient care. Hospitals and care centers had turned to the traveling nurse sector to supplement their staff and Nomad stepped in to fill that gap. But the single job board that previously skyrocketed them to the top of the industry was no longer enough. Nomad's job volume increased by nearly 40% and they needed to answer humanity's cry for help. So, they turned to PandoLogic.

THE SOLUTION:

PandoLogic started by segmenting their campaigns. This approach ensured that Nomad's job ads would be optimized to meet standards established within individual U.S. state markets. Our AI-enabled programmatic platform, pandoIQ, drove spend toward the markets that were performing while simultaneously cutting off the sources and areas that weren't. Then, PandoLogic implemented statewide job expansions. Our technology took Nomad's existing job titles and created title variants. pandoIQ then pushed out those variant titles across the nation hitting all the major cities and markets for traveling nurses.

Nomad

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IMPACT:

This new strategy opened Nomad up to a new world of possibilities in their mission to ending the healthcare staffing shortage. PandoLogic was able to generate a 120% uplift in applicant volume which in turn increased engagement with Nomad's application process by 252% YOY. Meanwhile, the job expansion model increased overall campaign performance by 83%. Ultimately, with PandoLogic's help, Nomad gained the ability to easily segment their campaigns, align their budgets to their goals, and focus on the outcome of their investment instead of the noise at the top of the funnel.

RESULTS:

83%
increased campaign performance

252%
YOY increased engagement on job site

120%
uplift applicant volume

Nomad   Want similar results? Request a demo here: *pandologic.com/demo*

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