

Southern Illinois Healthcare Revolutionizes TA Strategy with Programmatic Recruitment



BACKGROUND:

Southern Illinois Healthcare (SIH) is a not-for-profit healthcare system dedicated to promoting the health and wellbeing of the communities within Southern Illinois. Pre-pandemic, SIH spent little to no budget on recruitment advertising to maintain their staff in the four hospitals and 74 healthcare facilities they serve. As the majority employer in the region, SIH's Talent Acquisition team relied heavily on organic posting through their ATS and word of mouth. With little to no competition for talent, this strategy worked to their advantage until the rise of COVID. A second COVID surge, dwindling staff numbers, and a commitment to providing the best care for their patients compelled SIH to rethink its recruitment strategy.

THE PROBLEM:

A well-staffed healthcare facility is crucial to SIH's mission. Without proper staffing, they cannot serve the people of Southern Illinois with the highest care. With this in mind, SIH began searching for ways to go beyond its usual strategy. Initial efforts to quickly increase recruitment performance included internal education on the importance of job advertising and Search Engine Optimization (SEO), but it became clear that they needed more help.

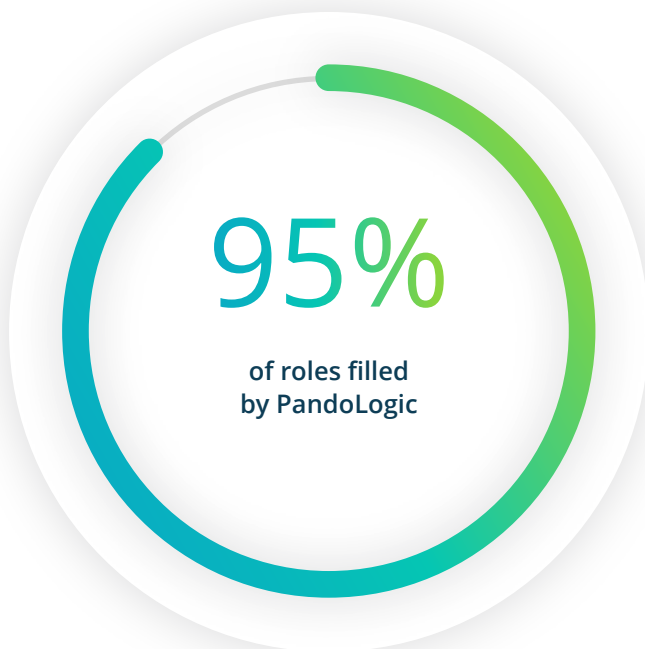
THE SOLUTION:

SIH swiftly turned to PandoLogic's programmatic job advertising solution, pandoIQ. pandoIQ's predictive capabilities recommended an optimal budget to get the performance they needed to meet their high demand. Meanwhile, SIH's dedicated Client Success Manager continuously worked with the Head of Talent Acquisition to optimize job titles and expand their location radius. This new strategy aimed to increase the reach and visibility of their job postings beyond their local communities.

IMPACT:

With pandoIQ, SIH more than doubled its monthly applicant numbers. Traffic to their career site increased by 314%, and they cut down time to hire by eight days. SIH was able to fill roles that previously had been open for over a year. But most importantly, they hired enough staff to stem the tide of the COVID surge while also maintaining their non-essential surgeries unit.

PandoLogic helped SIH lead change within the organization by expanding what they thought was possible. PandoLogic provided SIH with the data needed to understand the candidate market today while optimizing its recruitment strategy. This partnership now allows SIH to continue its mission of aiding the people of Southern Illinois with the highest care.



RESULTS:

- **50%** increase in applicant volume MoM
- **314% increase** in career site visits
- **8 day decrease** in time to hire
- **95% of roles filled** by PandoLogic

“With the help of PandoLogic we set an all-time record number of applicants.”