

# Putting Industry-Specific Recruiting to the Test: How Impact Health Hired Faster with iHire During the COVID-19 Pandemic



## EMPLOYER



## WEBSITE

[www.ImpactHealth.com](http://www.ImpactHealth.com)

## INDUSTRY

Healthcare

## HEADQUARTERS

King of Prussia, PA

## iHIRE SOLUTIONS

- Industry-Focused Talent Communities
- Job Slots
- Branded Email Job Alerts & Display Ads
- Company Profile
- Choice Employer Program

## RESULTS

- Fast tracked recruiting during a global pandemic
- Promoted and filled more than 1,000 jobs in less than 2 months
- Experienced a 29.6% candidate view-to-apply rate
- Filled positions 4.5x faster than the industry average

## Background

**Impact Health** is a national leader in biometric screening and immunizations, offering onsite and remote clinical testing, health, wellness, and consultative support for some of the largest hospital systems, managed care organizations, mass media outlets, health plans, and Fortune 500 companies. For more than 30 years, Impact Health has drawn from its foundation in laboratory medicine to implement preventative health programs and testing for thousands of organizations.

With clients in all 50 states, hiring is a year-round endeavor at Impact Health, which employs two types of healthcare workers: nursing professionals (RNs, LPNs and LVNs) and health promotion associates (biometric screeners). However, the COVID-19 pandemic set Impact Health's hiring needs into overdrive, as the company began providing clients with coronavirus testing and temperature screening programs.

## Challenges

Playing a critical role in responding to the COVID-19 crisis, Impact Health needed to hire healthcare professionals faster than the blink of an eye. The company was already recruiting through a combination of general job boards and social networking sites but sought to diversify its sourcing by adding an industry-specific approach to the mix.

Such an approach would help Impact Health connect with qualified nursing and healthcare professionals – quickly – across the U.S., as the firm worked towards its goal: help bring America back to work by hiring healthcare professionals to assist employers and other organizations with COVID-19 testing. In doing so, Impact Health expected to hire anywhere between 5,000 and 7,000 qualified healthcare workers by the end of 2020.

## Solutions

Impact Health reached out to iHire, an industry-focused recruiting platform, to help fast track its efforts. Impact Health selected iHire's **Job Slots** – flexible job postings that can easily be swapped in and out at any time – to target qualified candidates in iHire's industry-specific talent communities.

Providing 13 healthcare communities comprising 1.8 million candidates, iHire offered a unique talent pool to support Impact Health's aggressive hiring plans. In fact, 71% of iHire's candidates do not use many of the large, general job boards, according to a 2019 Return Path study.

“ iHire is working for us and it’s working well. We definitely have been receiving qualified candidates through iHire – especially on iHireNursing. The platform is simple to use and is helping meet our hiring goals quickly. ”

- Tina Coleman

*Director of Wellbeing and Preventative Solutions  
Impact Health*

With Impact Health’s Job Slots subscription, postings were promoted within iHire’s communities (including iHireNursing, iHireMedTechs, and even iHireSalesPeople for Medical Services Sales Representative positions), in branded email alerts delivered to matching candidates, and on Impact Health’s iHire company profile. Impact Health also used the platform’s powerful geo-targeting options to fill positions in specific ZIP codes and worked with iHire’s dedicated Customer Success team to identify strategies and opportunities to maximize exposure.

Further, Impact Health joined iHire’s **Choice Employer program**. By pledging its commitment to fair hiring, fast applications, and candidate communication, Impact Health received additional exposure to applicants through premium ad placements in email alerts and onsite display ads directing job seekers to its branded company profile.

Lastly, Impact Health enjoyed the benefits of iHire’s candidate-centric job seeker solutions. For example, candidates can use iHire’s iScore Resume Match tool to see how well they qualify for positions before applying. This helps ensure Impact Health receives the most relevant applicants.

## Results

Immediately, Impact Health began experiencing time savings and realizing new efficiencies with iHire, making its entire recruiting operations more effective overall. Within the first two months of using iHire’s platform, Impact Health advertised and **filled more than 1,000 positions** across the U.S. Notably, **29.6% of candidates who viewed Impact Health’s postings completed an application** – a view-to-apply rate well above the 10 to 15% industry average.

At the same time, Impact Health was **filling positions more than 4.5 times faster** than the industry average. Jobs were posted for an average of nine days before they were filled, while in many cases, Impact Health found the right new hire in as little as a day or two. (Although every industry differs, the average time to fill a position hovers around 42 days.) And, because Impact Health was constantly swapping new ads in and out and recruiting in various ZIP codes, the flexibility and ease of use of iHire’s Job Slots proved invaluable.

Most importantly, the candidates received have largely met Impact Health’s qualifications, allowing the company to make offers and onboard new hires more rapidly. The company has also experienced a high acceptance rate from those hired through iHire.

Moving forward, Impact Health expects to continue working with iHire to recruit, especially as COVID-19 testing continues and employers seek screening solutions for ensuring a safe return to work.



[www.ihire.com](http://www.ihire.com)



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iHire is a leading career-oriented platform that brings candidates and employers together in 56 industry-focused communities. We believe that by narrowing job seekers’ and employers’ searches within a specific industry, we can connect high-quality talent with the right opportunities faster, easier, and more effectively than a general job board. Everyone deserves to find work that is fulfilling, inspiring, and meaningful. Since 1999, we’ve combined cutting-edge technology with our expertise in the recruitment space and the invaluable insights of our members to achieve just that. Visit [www.ihire.com](http://www.ihire.com) for more information.