

Vetster Grows Veterinary Telehealth Platform with Qualified Talent from iHire



EMPLOYER



WEBSITE

www.vetster.com

INDUSTRY

Veterinary

HEADQUARTERS

Toronto, Canada

iHIRE SOLUTIONS

- iHireVeterinary Talent Community
- Job Slots
- Nationwide Upgrade
- Company Profile
- Choice Employer Program

RESULTS

- Hired 4 veterinarian telehealth providers in under 3 months
- Onboarded 1 in 1.5 applicants
- Experienced a 23% view-to-apply rate

Background

Vetster Inc. is an innovative pet wellness marketplace that connects pet parents with licensed veterinary professionals for online voice, text, and video-enabled appointments. Established in 2019, Vetster was launched by three serial entrepreneurs on a mission to increase overarching pet wellness through the provision of quality, reliable pet healthcare services.

Through Vetster, clients can connect with a network of veterinary professionals to proactively address their pets' health needs from the comfort of their homes. Veterinarians on the platform set their own hours and determine how often they work. Many run their own practices and want to earn a secondary income while helping to advance veterinary telemedicine.

Challenges

In preparation for launching its platform, Vetster needed to equip its network with veterinarian telehealth providers across the U.S. and Canada. It was critical not only to hire enough vets to meet client demand, but also to ensure candidates possessed the right credentials to comply with their individual state's veterinary regulatory board requirements.

Initially, Vetster hired through direct outreach to potential candidates on various online communities and forums. Still, finding licensed veterinarians interested in exploring a supplemental income at that exact time proved to be a challenge, and many potential hires were too busy with their own practices.

Vetster expanded its recruiting efforts by trying different job boards, both general and industry-specific. The organization found that oftentimes, the large, general job boards brought in candidates who did not possess the proper credentials or were not the right fit for the role. Industry-specific job boards, however, held the most promise in attracting their ideal candidate persona – credentialed, passionate veterinarians with a desire for a supplementary income – efficiently and effectively.

Solutions

Vetster found a valuable partner in iHire, an industry-focused recruiting platform comprising 56 niche talent communities, including **iHireVeterinary**. With more than 306,000 members, iHireVeterinary connected Vetster with a unique talent pool of career-driven candidates, many of whom do not use some of today's most popular general job boards.

“ We were looking for really qualified candidates to provide services and consultations for our clients. It’s important for pet owners to connect with vets who are working in their interest, and partnering with iHire helped make that happen. We probably tested 20 to 30 different recruiting sites, and iHire had the best results. ”

- **Scott Bradley**

*Senior Business
Development Manager*

Vetster



www.ihire.com



To advertise its telehealth opportunities on iHireVeterinary, Vetster selected iHire’s **Job Slots**, interchangeable job postings that can be swapped in and out, anytime. Through iHire’s advanced job matching technology, Vetster’s postings were promoted to relevant job seekers searching on iHireVeterinary and in branded email alerts sent to active members. iHire’s Customer Success team also helped Vetster refine the language in their job postings and include the right keywords for maximum exposure to the right candidates.

Through iHire’s Nationwide Upgrade option and powerful geo-targeting capabilities, Vetster was able to zero-in on candidates in specific areas. Leveraging Job Slots’ flexibility, Vetster could target candidates in one metro area (for example, Denver) and then repost the job in another location (like New York) once it fulfilled its hiring needs.

Whenever a candidate applied, Vetster received an email alert from which the recruiter could quickly navigate to its iHire dashboard and view the applicant’s credentials. Then, with iHire’s intuitive candidate management tools, Vetster could move applicants through the recruitment funnel – sorting, tagging, disqualifying, and pipelining them without the need for an applicant tracking system (ATS).

Lastly, Vetster joined iHire’s **Choice Employer program**, which rewards employers for treating job seekers well. By pledging a fair, fast application process and candidate communication, Vetster received top placement in job alert emails, extra ad exposure to candidates on iHire’s platform, and an exclusive Choice Employer badge on its branded company profile. The company profile also allows Vetster to highlight its work culture, benefits, **current job openings**, and more.

Results

Taking an industry-specific, “quality over quantity” approach, Vetster hired four veterinarian telehealth providers in under three months within its targeted geographic areas. The company experienced a view-to-apply rate of 23% (nearly 1 in 4 candidates who viewed Vetster’s ad submitted an application – approximately double the industry average) and hired 1 in every 1.5 applicants – making its recruiting process more efficient overall. Most importantly, Vetster found the exact type of candidates it needed: credentialed veterinarians eager to provide telehealth services outside of their practice.

Today, Vetster has more than 2,000 veterinary professionals on its platform and knows that it can turn to iHire to fill any gaps with qualified talent when the need arises.

“We were looking for really qualified candidates to provide services and consultations for our clients. It’s important for pet owners to connect with vets who are working in their interest, and partnering with iHire helped make that happen,” said Scott Bradley, Vetster’s Senior Business Development Manager. “We probably tested 20 to 30 different recruiting sites, and iHire had the best results.”

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 for more information.