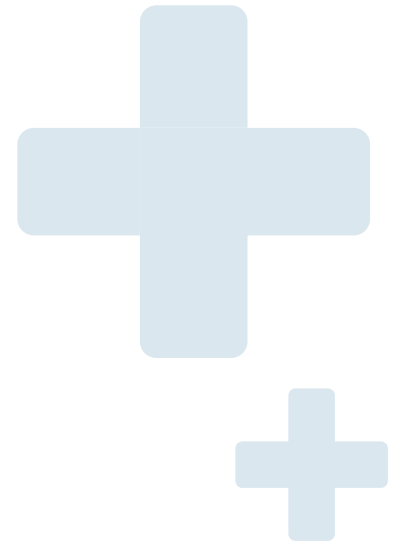


STRATEGIC DIRECT HIRE SOLUTIONS:

# Overcoming Medical Assistant Hiring Challenges with Speed, Quality & Retention



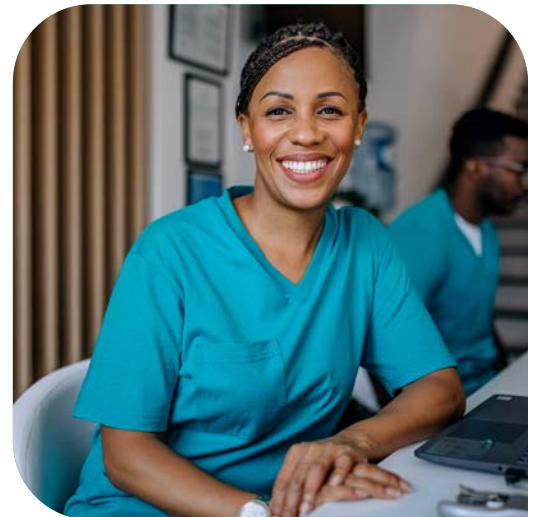
When a leading network of primary care physicians within a major healthcare system encountered significant hiring challenges filling medical assistant (MA) positions, they turned to HealthCare Support for a solution.

## The Challenge

The healthcare network had **11 urgent openings** in a highly competitive metropolitan market across six practice locations. Staffing shortages could lead to increased workload, burnout and declining morale, directly impacting patient care and operational efficiency.

The client needed to fill these roles quickly while ensuring the long-term retention of new hires. Fearing the local candidate pool had been exhausted, they were challenged to find qualified candidates with the necessary credentials outside their traditional hiring path.

HealthCare Support was tasked with finding candidates with five years of Certified Medical Assistant (CMA) experience and a strong professional tenure to maintain the client's high standard of patient care. Given the dynamic career mobility typically seen with MAs, the solution required **retention, quality and speed**.



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## The Approach

HealthCare Support leveraged its extensive network, unique database and more than 15 years of healthcare recruitment experience in the local market to deliver qualified candidates using four-pronged search strategy.


### HealthCare Support's unique, customized approach included:




**Expansive Reach and Established Candidate Pool:** HealthCare Support tapped in to an established, proprietary pool of candidates who were not actively seeking new employment, opening the door to qualified individuals that competitors often overlook or were unable to engage. This delivered a broader pool of candidates.



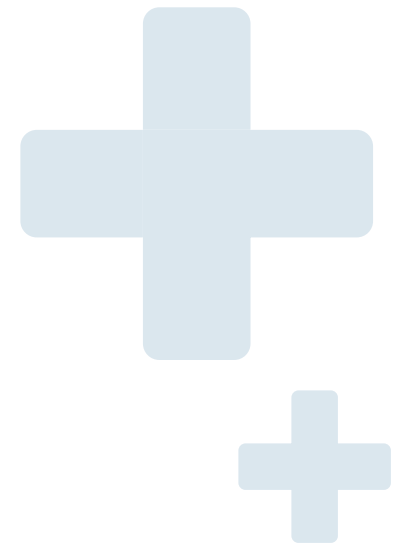
**Multi-Channel Sourcing:** HealthCare Support deployed a multi-faceted recruitment strategy, utilizing an extensive applicant tracking system, job boards, referrals and direct outreach to source new candidates. This quickly provided a wider range of qualified profiles for review.



**Exclusive Recruiting Focus:** HealthCare Support dedicated a specific team of recruiters who worked exclusively on the client's needs. By concentrating solely on these roles, they submitted multiple candidates for each opening, providing a more robust talent pipeline for the client to review.



**Consultative Approach:** Recognizing the need to move quickly and maximize time spent by the client's hiring managers, all candidates presented for consideration by the client were not only thoroughly screened to meet the required qualifications, but also checked to be a good career fit for the client's values and culture. By presenting only highly-vetted candidates, HealthCare Support's team helped ensure a stable and committed workforce for the client, who could then shift their focus back to maintaining high-quality patient care.

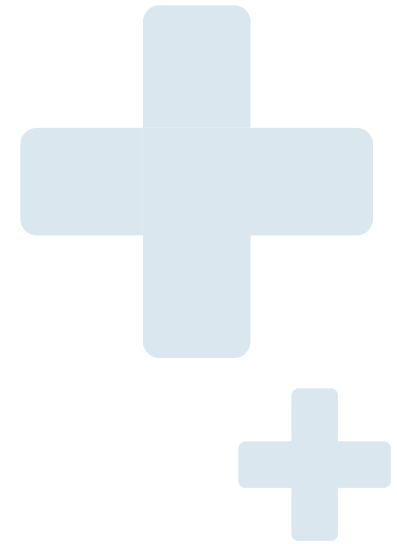


## The Result

Within the first two weeks, HealthCare Support presented 21 qualified candidate profiles for the client's review, **filling all positions** within 30 days.

The efforts resulted in a **100% retention rate** during the placement guarantee period. This guarantee period ensures satisfaction for both the client and the candidate, or HealthCare Support provides a replacement candidate at no additional cost.

HealthCare Support's focused recruitment approach not only delivered **significant cost savings** by reducing the cost of vacancies, it also helped the client realize a **20% reduction** in recruitment fees due to HealthCare Support's competitive pricing model. Both financial efficiency and timely, successful placements delivered positive long-term returns on the client's partnership with HealthCare Support.



“ Thank you all for your assistance; it has been an absolute pleasure. We closed so many requisitions because of your agency.

– Practice Manager

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