

Statewide Specialized Adult Foster Care Provider

As a leading provider of adult foster care, our client needed to streamline their compliance and onboarding process. EG stepped in with a custom solution that empowered their teams located across the state of Michigan.



In an industry with a life-changing impact on its customers, one healthcare provider needed a new approach to sustainably grow its team. With locations across 28 cities in Michigan, the company needed a talent strategy that would create a lasting effect.

When the client began their partnership with EG Workforce Solutions, the majority of their recruitment efforts were decentralized and varied depending upon location.

The healthcare industry's strict guidelines also meant that new hires were required to complete an intensive onboarding process - one in which the candidate had to print and complete over 120 pages of documentation in order to be eligible for their first day.

In a recent study by the U.S. Department of Health and Human Services, many Direct Care respondents reported that a lack of training and understanding for the individual needs of residents can lead to their role becoming more difficult or less satisfying. These findings rang true as a misunderstanding of on-the-job expectations led to a 100% turnover rate of associates working in the field at the client's various locations.

As several of the company's facilities are located in rural areas with a limited population to recruit from, finding the right fit team member has been a challenge for the company. The result was a misconception of where to seek out and communicate with potential candidates.

The partnership was forged as EG Workforce Solutions was called on to design a talent solution that would address these grievances and improve the client's positioning within the healthcare industry.

Solution

The resulting solution refreshed the candidate experience and streamlined their ability to meet the healthcare industry's rigid licensing standards.

As most employers can attest to, talent scarcity has been a challenge as unemployment steadily declines. To combat the war for talent, EG Workforce Solutions implemented a sourcing plan that improved the clients' pool of qualified candidates. Through analysis of market demographics, the team developed an approach catered to each of the communities where the healthcare company has a presence.

To drive quality assurance, EG Workforce Solutions reinforced a standardized screening process that improved communication and set realistic expectations of what the candidate may encounter within any given direct care facility. Customized pre-screening and behavioral interview questions streamlined the process of identifying "A-level" talent.

In an effort to meet the healthcare industry's challenging licensing standards, EG Workforce Solutions digitized the onboarding process, minimizing the amount of work that the candidate had to personally take on in order to be classified as a qualified hire. EG Workforce Solutions introduced a dedicated Onboarding Specialist to work with the candidate directly, resulting in a more timely completion of the necessary appointments and documentation.

Results

At the beginning of the engagement, the company's average onboarding cycle time was 30 days. With a dedicated strategy in place, EG Workforce Solutions reduced the cycle time to an average of just 10 days—a clear improvement given the challenges of recruiting within the healthcare industry.

Defined communication standards meant that each candidate not only knew what to expect in the field, but also understood what was expected of them in compliance with the healthcare industry's licensing standards.

EG Workforce Solutions demonstrated clear proficiency in sourcing, screening, and streamlining compliance standards, all of which gave the healthcare company a competitive edge.