

Case Study

AtlasJobs Helps PAM Health Drive More Qualified Candidates and Speed Up Talent Acquisition

Introduction

PAM Health is a healthcare company that provides high-quality patient care and customer service through its highly trained staff. With approximately 100 hospitals and clinics across 22 states, PAM Health employs 7500 people and is typically looking to fill 2500 positions at any given time. Culture sets PAM Health apart, and in late 2022 they sought a solution that would allow them to showcase their culture, increase the number of qualified candidates, reduce the time and cost of hiring, and increase the average employee tenure. They partnered with AtlasJobs, a platform that uniquely combines targeted recruitment marketing with an excellent candidate experience.

The Solution

PAM Health used AtlasJobs to showcase its culture and highlight desired content, such as day in the life videos, hiring manager videos, information about locations, and career pathways, with PAM Health branding front and center. AtlasJobs made job postings more easily discoverable and navigable, and the easy-application process via mobile was a key differentiator, with 60-70% of applications coming from mobile devices.

Programmatic Campaigns with AtlasAI

Nursing positions are particularly difficult to recruit currently. Additionally, Gen Z workers are increasingly shunning traditional hiring practices, making it difficult for companies to reach this audience. To help find more nursing candidates AtlasJobs ran a programmatic campaign across multiple social media platforms targeting nurses. The campaign was aimed at people who had indicated that they were in the nursing profession. Additionally geo-targeting of nursing schools was used to deliver targeted ads directly to a targeted audience. The nurses were taken to a segmented AtlasJobs map that showed ONLY nursing positions.

The Results

“Using traditional candidate sourcing companies and tools we had been getting 6000 to 7000 candidates per month throughout 2022. When we saw the number of candidates jump to over 12,000 in the first month with AtlasJobs, we thought this was a fluke. However when we tracked December and January and saw the number of candidates was over 12,000 each month we knew this wasn’t a fluke, it was a trend.”

Carmen Pivoda, MHA, BSN, RN, Vice President of Talent Engagement PAM Health



The results were impressive, with **12x** engagement vs traditional channels over the same period of time. Additionally the candidates who came in from the AtlasAI programmatic channel were **4.7x** more engaged than other channels, spending on average 2 minutes on the job content, while direct site visitors averaged just 21 seconds. This is likely because the campaign was targeting people who had identified as nurses – and hence the jobs and content were directly relevant to them.

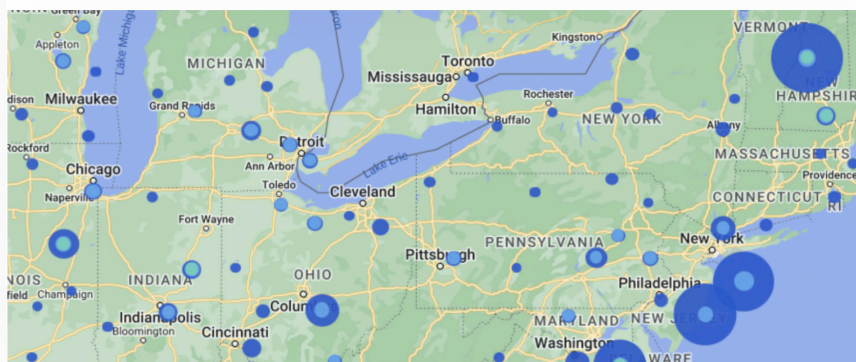
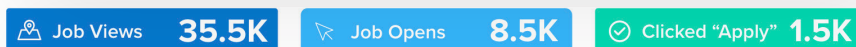
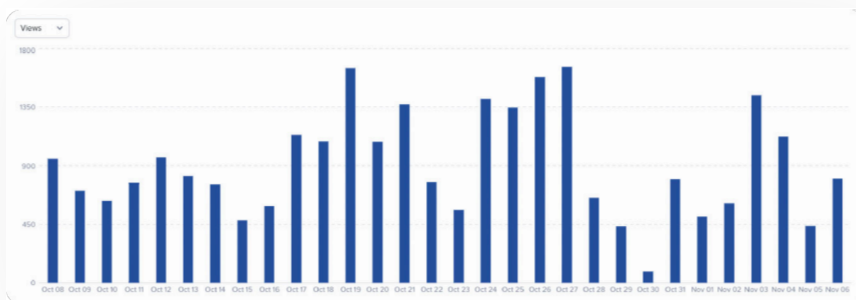
PAM Health saw an immediate impact with the total number of applicants doubling in the first month of use. PAM Health had typically been seeing between 6000 and 7000 candidates per month. However, in the first full month using AtlasJobs, the number of candidates sourced was 12,378. Additionally, PAM Health estimates that sourcing time has been reduced by at least **65%** in the initial months of use. The AtlasAI tool allowed PAM Health to see immediate data on their recruiting efforts, and the Heatmap showed where candidates were coming from, allowing PAM Health to fine-tune their talent acquisition. The AtlasAI engine optimizes and improves over time, and PAM Health plans to continue using this platform to drive qualified candidates to their recruiters.

Setup Time

No platform is an island, and integration into the existing systems was extremely important to the PAM health team. The AtlasJobs team integrated with PAM Health’s ATS in one week which meant they could gain immediate benefit from the integrated platform.

“When the AtlasJobs team told us they would integrate to our ATS in one weeks time, we laughed at this suggestion. We knew how hard and time-consuming this was from previous experience. Amazingly they were right, it took one week to integrate AtlasJobs with our UKG ATS and we were moving jobs and candidates through the combined systems by the end of the week.”

Carmen Pivoda, MHA, BSN, RN, Vice President of Talent Engagement PAM Health



What’s Next?

PAM Health and AtlasJobs will continue to target candidates with programmatic marketing. The AtlasAI engine optimizes and improves over time. PAM Health knows how important it is to retain employees, and with the costs of acquiring, training, and integrating new employees, PAM Health seeks to increase their already high employee tenure and referral rates. The next phase is to make use of AtlasJobs’ career pathways feature to show candidates and employees alike what a career looks like for them at PAM Health, not just a job.