



MGA Homecare Reaches 75% More Qualified Nursing Candidates

HIGHLIGHTS

- Sourced RN candidates at a CPA of 15% lower than the industry average
- Boosted candidate quality and saved 200+ recruitment hours/week by adding ZipRecruiter screening questions
- Took on more patients which led to an increase in business revenue

BACKGROUND

MGA Homecare provides personalized pediatric nursing and therapy to patients across Arizona, Colorado, and Texas.

CHALLENGE

MGA must consistently hire 60+ registered nurses (RNs) every month in order to deliver exceptional homecare to children. If they do not have the proper staff lined up when a request comes in, they risk damaging their reputation and losing revenue. On top of that, it forces MGA to delay care for families in need. Matthew Soto, Director of Talent Acquisition & Development at MGA says, “Getting qualified professionals on the job quickly can mean keeping a family together or allowing a patient to get out of a long-term care facility faster—it’s absolutely critical.”

The ongoing shortage of RNs across the industry, coupled with an increase in demand for home healthcare workers, has made it highly competitive for MGA to land top talent. Consequently, they struggled to meet monthly recruitment goals.

SOLUTION

MGA met with their dedicated ZipRecruiter team regularly to help optimize recruitment campaigns and outsmart the competition. They enabled 1-Click Apply on all jobs to increase applicant volume. They also implemented customizable screening questions to help pre-qualify candidates and save time.

RESULTS

MGA saw a 75% increase in RN candidate volume at a CPA of 15% lower than the industry average. The addition of screening questions improved candidate quality and decreased their recruitment time by 200+ hours a week. With better access to top talent, MGA was able to take on more patients, increase revenue, and most importantly, provide continuous care to children in need.

We’ve been able to reach more high-quality nursing candidates through ZipRecruiter, allowing us to take on more patients, help more families in need, and ultimately, grow the business.

Matthew Soto

Director of Talent Acquisition & Development at MGA Homecare

Learn More at [ZipRecruiter.com/Enterprise](https://www.ziprecruiter.com/Enterprise)

*Results may vary.