



# MGA Homecare Hires Faster by Saving 200+ Recruitment Hours Per Week

- Sourced RN candidates at a CPA of 15% lower than the industry average
- Received more quality candidates faster using ZipApply



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We've been able to reach more high-quality nursing candidates faster, which has helped us save time hiring and help more families in need.

**Matthew Soto,**  
Director of Talent Acquisition & Development at MGA Homecare

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## 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 ZipApply 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 hire faster, increase revenue, and most importantly, provide continuous care to children in need.