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With ZipRecruiter, we're able to reach more quality candidates than ever before. And because we're casting a wider net, we're also hiring faster. Not only does that allow us to be a more efficient organization, but it allows us to better serve our communities.

Paul Kinsey,
Director of Talent Selection
Innovation at Mercy Health

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Mercy Health Reduces Time-to-Hire Licensed Healthcare Professionals by 19 Days

- Achieved an average application-to-interview ratio of 20%
- Sourced healthcare candidates at a CPA 20% lower than the industry average

BACKGROUND

Mercy Health is a not-for-profit Catholic healthcare organization with over 43,000 employees and more than 2,000 physicians. They have locations across the Midwest and strive to improve the health and well-being of the communities they serve—especially low-income and underserved individuals.

CHALLENGE

To best support their communities, Mercy Health must hire an average of 10,000 healthcare professionals a year. They recruit for highly skilled roles and aim to fill positions as quickly as possible. However, with a talent shortage across the industry and increased candidate demand, Mercy Health struggled to reach enough quality candidates each month to meet their recruiting goals.

SOLUTION

Mercy Health used ZipRecruiter's enhanced candidate network to expand its reach and unlock a new source of talent. They met regularly with their dedicated ZipRecruiter team to optimize their recruitment campaigns and outsmart the competition. Paul Kinsey, Director of Talent Selection Innovation at Mercy Health says, "Our ZipRecruiter team constantly delivers campaign data, which has been critical to our success. We're learning how to appeal to talent and recruit faster."

RESULTS*

By increasing candidate volume, Mercy Health quickly filled critical roles across the organization. ZipRecruiter's powerful AI matched them to candidates with the right skills and experience, leading to a 20% application-to-interview ratio. Most importantly, with better access to top candidates, Mercy Health was able to reduce their time-to-fill by 19 days and provide care to those in need.