

## HEALTHCARE CASE STUDY

# CHG HEALTHCARE INCREASES NUMBER OF QUALITY APPLICATIONS BY 98%



### COMPANY BACKGROUND

CHG Healthcare (CHG) is one of the largest providers of healthcare staffing in the United States. Known for pioneering the locum tenens (or traveling healthcare providers) model, they continue to be the nation's leading provider of traveling healthcare jobs. CHG employs over 2,500 people nationwide and is comprised of several respected subsidiaries: CompHealth, Weatherby Healthcare, RNnetwork, Foundation Medical Staffing, and Global Medical Staffing.

<sup>1</sup>CHG defines a 'quality' lead as a candidate that is a licensed nurse.

<sup>2</sup>ZipRecruiter Internal Data, March 2018.

### CHALLENGES

One of CHG's brands, RNnetwork, was experiencing a decline in campaign efficiency and candidate quality<sup>1</sup> from some of their other (traditionally keyword search-based) vendors. While partnering with these vendors provided them with a higher volume of applicants, it did not lead to a meaningful increase in quality applicants. As a result, CHG's cost per hire was rising.

### SOLUTIONS

RNnetwork teamed up with ZipRecruiter to enhance their candidate sourcing. Developing a successful ZipRecruiter Apply Integration, RNnetwork was able to access industry-leading AI-powered job matching technology, a seamless apply process, and 30M job candidates each month.<sup>2</sup> This integration allowed RNnetwork to quickly improve candidate quality and campaign efficiency.

“ZipRecruiter's matching technology and one-click application process make it easy for both candidates and organizations to find a match. It's a win-win for both parties.”

**Kyle Power**

Sr. Director of Interactive Marketing  
at CHG Healthcare Services

### RESULTS

Within the first month of integrating with ZipRecruiter, CHG experienced an 80% increase in applications received. In total, ZipRecruiter AI-based targeting allowed CHG to increase their number of quality applicants by 98% at a successful ROI.

[Contact Your Account Representative to Learn More](#)