



SeniorCare EMS Streamlines Recruiting & Hiring With OnShift Employ

Key Results

Improved quality of hires and increased retention

35% reduction in shift vacancies

20% savings in recruiting budget

Company Background

SeniorCare EMS is the largest commercial ambulance service in the prehospital care market providing interfacility transports throughout the New York City metropolitan area. The organization employs over 1,000 employees who operate 150 ambulances and several response vehicles.



The Challenge

The recruiting and hiring processes at SeniorCare EMS relied on manual processes, which led to slow hire times, inconsistent candidate experiences and internal inefficiencies. Additionally, SeniorCare EMS operates in a highly competitive labor market, and they often lost out on quality candidates because they were unable to quickly acquire applicants.



Manual Recruiting & Hiring

- » Lacking an automated system for application processing, employment assessments and employee onboarding, SeniorCare EMS' recruiting and hiring process was inefficient and disjointed.
- » Limited visibility into the effectiveness of recruiting programs caused recruiting efforts to focus heavily on expensive job board advertisements which yielded poor results and inefficient ad spend.
- » With no central repository for prospective employee data, SeniorCare EMS often missed out on quality candidates because they were unable to efficiently stay in touch with candidates when new openings occurred.



Challenge Sourcing Quality Candidates

- » Lacking a behavioral assessment in the interviewing process, SeniorCare EMS' hiring practices focused on speed to fill a shift instead of hiring for quality. This often led to turnover from poor culture fit.
- » SeniorCare EMS often lost out on newly certified EMTs to local competition because they were not agile enough to source this highly sought-after pool of talent. This often led to weekly shift vacancies.



Slow Hiring Process

- » Busy recruiters managed multiple priorities and conversations without any automation to help move candidates to the next step, which caused candidates to exit the hiring process due to inactivity and slow response times.
- » Feedback during the hiring process relied on long internal discussions among multiple stakeholders, which often delayed hiring.

The Solution

Based in a highly competitive labor market, SeniorCare EMS needed an end-to-end talent acquisition solution to quickly address the needs of their target market. SeniorCare EMS selected OnShift Employ to provide an automated and seamless recruiting, hiring and onboarding process for their organization.



Streamlined Recruiting & Hiring

- ✓ OnShift Employ's customized workflows and automated job posting improves time to hire, increases internal efficiencies and provides a consistent hiring experience for all candidates.
- ✓ With efficient, optimized recruiting and advertising in OnShift Employ, SeniorCare EMS reallocated a portion of their ad budget to different programs to attract new EMTs.
- ✓ With OnShift Employ, SeniorCare EMS gained a centralized database of their candidates' information, which they maintain for future job openings.



Data Drives Quality Candidates

- ✓ SeniorCare EMS now uses proven behavioral assessments for all candidates, allowing for more informed hiring decisions and leading to quality hires.
- ✓ With pre-qualifying questions integrated into the hiring process, higher quality candidates are identified faster than ever.
- ✓ Consistent hiring workflows and an automated, digital pre-hiring and onboarding process provide hiring managers with better insights, leading to stronger, "better fit" hires with improved retention for better shift coverage.



Improved Candidate & Recruiter Experience

- ✓ Automated notifications from OnShift Employ keep hiring managers up to date on candidate status and conveniently prompt further communication with candidates.
- ✓ Candidates stay informed with automated messages and reminders, which provides instant gratification, creates a positive candidate experience and highlights the SeniorCare EMS employer brand.
- ✓ Integration with existing systems gives hiring teams a single, centralized place to view candidate data and interview feedback, which saves time and helps drive timely, informed hiring decisions.

"The greatest thing about OnShift Employ is that it is a one-stop shop for our recruiting and hiring needs." –Ross Terranova, Human Resources Manager, SeniorCare EMS

The Results

- **35%** reduction in shift vacancies since implementing OnShift Employ
- **2.5 hours** to process an application from submission to offer
- **20%** of recruiting budget has been reallocated to other high-value marketing opportunities to attract newly-certified EMTs
- Increased the number of applications due to **streamlined integrations** with job boards
- Improved **quality of hires and reduced turnover** from the use of behavioral assessments
- **Improved employer brand reputation** and candidate experience with constant and convenient communications
- Increased successful hires and employee retention from **better insights** and more systematic hiring
- **Increased recruiter satisfaction** due to streamlined talent acquisition and higher efficiencies

Decrease
shift vacancies
35%



2.5 hrs
process application > offer

Savings for use
in other
20% high-value
areas

successful
employee hires
and retention

"OnShift Employ allows us to communicate with the employee or the prospective employee on all steps of their application, as well as that being documented in their individual profile. The ability to tie those communications with phases of the application process is really a beneficial step."

–Ross Terranova, Human Resources Manager, SeniorCare EMS

