



CASE STUDY

Aunt Martha's Health & Wellness



INLINE

THE CHALLENGE

Aunt Martha's Health and Wellness serves over 600 communities in Illinois. A not-for-profit organization, the team hiring physicians is small but mighty. Typically using job boards, they found themselves overwhelmed with unqualified candidates. Aunt Martha's needed a service that not only sourced candidates, but also screened them.

THE SOLUTION

Our solution starts where it always does, leveraging the power of the Inline Platform to:

- Build brand awareness among active and passive candidates.
- Engage with, and screen, interested candidates through multi-channel marketing.
- Build an ongoing, high-volume, low-price pipeline of candidates to continuously fill openings as needed.

PROCESS + RESULTS

A small team with large hiring needs, Aunt Martha's needed a sourcing partner who could also provide vetted, interested candidates.

Through the Inline Platform, Aunt Martha's gained exposure to every doctor matching their criteria within our database. Then, our candidate advisors spoke with each physician, ensuring their hiring team didn't waste time with cold leads.

Compared to other models and placement fees, Aunt Martha's paid less than \$4,000 per candidate and hired 10 total physicians.

**24 Months of
Candidate-Focused
Marketing**

**131 Screened and
Matched Candidates**

10 Total Hires



SERVICES USED

- Custom Landing Page
- Email Campaigns
- Screening Service with Candidate Advisors

GET IN TOUCH

Questions?

Don't be shy! E-mail us at
hello@reallygreatsite.com