



CASE STUDY



MD NOW[®]
URGENT CARE



INLINE

THE CHALLENGE

MD Now originally came to The Inline Group to source & screen for a single market within the state of Florida. With physician and advanced practitioner needs across multiple specialties, they needed a unique partner – one that would save time by vetting each candidate while providing flexible pricing for large-scale hiring.

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

Through open communication and clearly defined goals, MD Now and Inline have created a partnership that has expanded to a state-wide search across multiple locations.

Inline first distributed marketing among FM, IM, pediatric, and EM trained physicians, as well as advanced practitioners. This created exposure among over 2,000 candidates in their market. From there, our team of advisors screened each and every provider to ensure they met MD Now's criteria.

By thoroughly pre-screening each candidate, MD Now's hiring team was able to spend their time only speaking with truly viable providers, leading to the following success:

**39 Months of
Candidate-Focused
Marketing**

**377 Screened and
Matched Candidates**

77 Total Hires



OUTCOMES

- 50% of interviewed candidates were hired
- Only 0.5% of all matches were already in MD Now's pipeline
- 43% of matches not interviewed were added to MD Now's pipeline for future opportunities
- Screening Service with Candidate Advisors.

GET IN TOUCH

Questions?

Don't be shy! E-mail me at
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