



CASE STUDY

# Union Community Health Center



INLINE

## THE CHALLENGE

Union Community Health Center (UCHC) has been a pillar of healthcare for the Bronx since 1909. As an FQHC, they offer much to physicians in terms of career fulfillment. However, in light of the physician shortage, UCHC's budget impedes their ability to compete with other facilities in terms of physician recruitment. This led to UCHC partnering with The Inline Group in 2017.

## 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

UCHC encountered hurdles within their hiring team which hindered their ability to maintain a full physician staff. They needed a sourcing partner who could find qualified, mission-focused physicians.

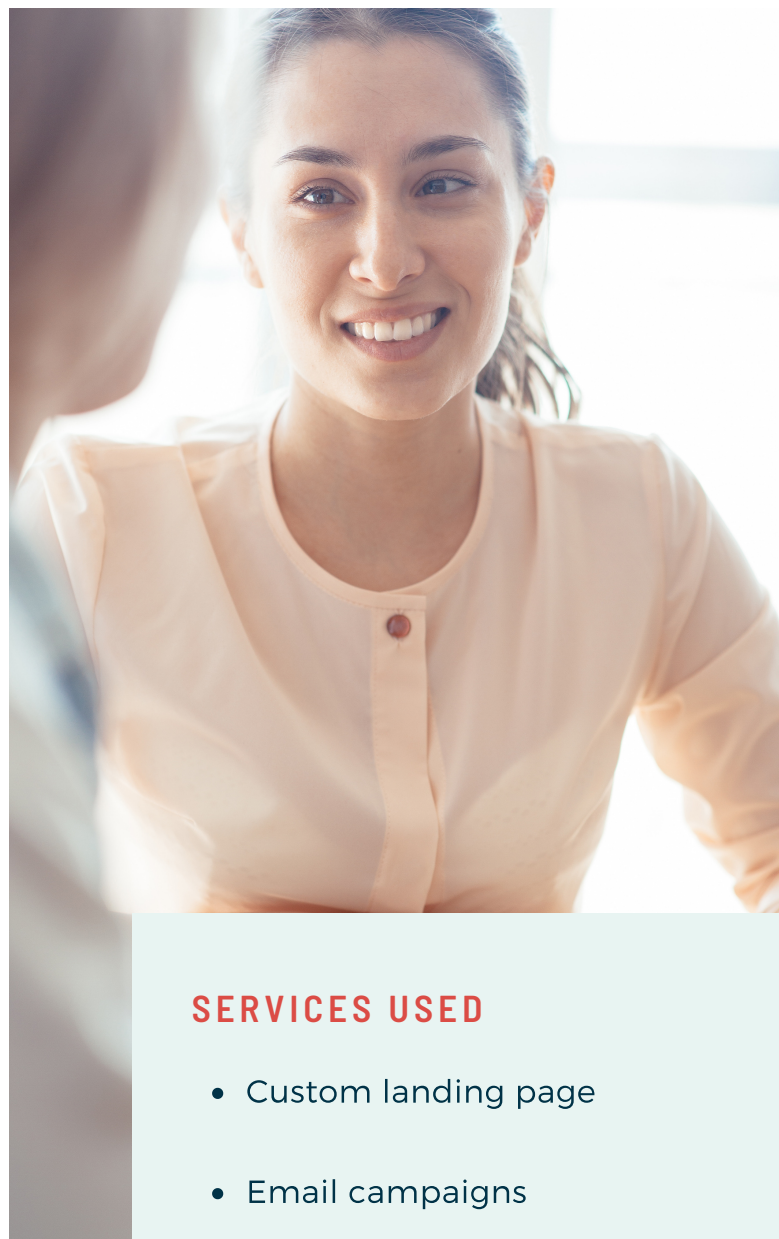
Through the Inline Platform, UCHC gained exposure to every candidate in our database. Like many of our clients, their Account Manager played an integral role in their success.

UCHC almost lost a near-perfect candidate to negotiable job factors. By advocating for UCHC and maintaining communication between them and the candidate, their Account Manager filled an empty position that would have cost unnecessary dollars to leave open.

**41 Months of  
Candidate-Focused  
Marketing**

**93 Screened and  
Matched Candidates**

**12 Total Hires**



## SERVICES USED

- Custom landing page
- Email campaigns
- Screening service with candidate advisors
- Client Portal access with real-time reporting, analytics and candidate management

GET IN TOUCH

# Questions?

Don't be shy! E-mail us at  
[contact@inline.group](mailto:contact@inline.group)!