



CASE STUDY

# Care for the Homeless



Care  
For the  
Homeless



INLINE

## THE CHALLENGE

Care for the Homeless operates 27 healthcare delivery sites throughout Brooklyn, the Bronx, Manhattan, Queens, and Staten Island. As a non-profit, budget restrictions made spreading awareness and attracting providers to their openings difficult. They needed a solution that could source a large number of candidates for a low monthly cost.

## THE SOLUTION

Our Essential Subscription 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

Inline offered Care for the Homeless a low-cost solution that fits their budget and allows them to continually source for all openings. Originally using Inline for primary care searches only, they have since added behavioral health and registered nurses.

This partnership is successful thanks to open communication and utilization of their Account Manager as a partner/resource. The recruiting team is small and wears many hats within the organization. Inline is able to help schedule interviews and re-engage with candidates they may struggle to connect with, which allows them to focus on candidate conversations rather than playing phone tag.

So far, Care for the Homeless has hired:

**6 Primary Care Physicians**

**3 Registered Nurses**

**2 Nurse Practitioners**

**1 Licensed Social Worker**



## SERVICES USED

- Candidate Focused Microsite
- Social Media Marketing
- Email Campaigns
- Screening Service with Candidate Advisors

GET IN TOUCH

# Questions?

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