

CASE STUDY

Houston Methodist

NO CITY LEFT UNTOUCHED

Even the fourth largest city in the U.S., Houston, can't keep up with the demand for nurses. And the crunch on nurses isn't just isolated to your mid or lower tier hospitals. Even one of the most prestigious hospitals in Houston, a hospital that has treated multiple members of the Bush family and which boasts a strong employer brand, isn't immune to the nursing talent shortage sweeping the U.S.. That is, until they turned to Brazen.

UNTETHERED TO TEXAS

To give themselves a fighting chance at finding top talent, Houston Methodist decided to take its talent discovery beyond the great state of Texas. But trying to scale your talent acquisition efforts beyond the state comes at a cost, both to recruiters and to candidates.

Just think, trying to meet candidates in person requires travel, time, and resources. Trying to maintain a strong employer brand and a seamless candidate experience becomes equally arduous the further you deviate from homebase. Yet Houston Methodist was able to reverse the script by using Brazen's online events and chat platform.

Here's how.

JUST A CLICK, CLICK, AND A CLICK AWAY

Houston Methodist enlisted the services of Brazen and moved their recruitment efforts online. But it was more than just your typical formula for recruiting online which includes emails, social media, and career sites. Rather, Houston Methodist gave job seekers across the country an option to come chat with their recruiters through their online events and scheduled chats.

These online events gave candidates and recruiters the same great experience as if they were meeting in person but without the costs of travel and time. Furthermore, because Houston Methodist has so much control over the online experience, they are able to maintain a strong employer brand and candidate experience. A formula for success on all levels.

THE RESULTS

The Houston Methodist online events allow their recruiters to chat with qualified candidates and move them quickly through the hiring funnel. In 2018 alone, Houston Methodist made 150 hires using Brazen and have an additional 20 offers outstanding.

150	20	19%
hires	offers outstanding	chat to hire rate!

This amounts to a 19% chat to hire rate! And the marketing of these online events fits nicely into their current recruitment marketing efforts so the marketing lift is minimal. Using Brazen, one of the top hospitals in the fourth largest city in the U.S. just got bigger and better.