



IMPROVING JOB BOARD EFFICIENCY FOR PHYSICIAN RECRUITING

Taking over job board management for physician recruiting at a large health system, NAS evaluated current procedures, negotiated new rates and achieved significant cost savings for our client.

CHALLENGE

MetroHealth, a leading health system in Cleveland, Ohio, regularly posts opportunities for specialty physicians on various association sites. However, their physician recruiters did not have the time nor expertise to manage the process properly. For example, they were not taking advantage of bulk buying and would often miss renewal notices.

SOLUTIONS

NAS proposed job board media management for MetroHealth. Our team of experts worked directly with their physician recruiters to implement a seamless process.



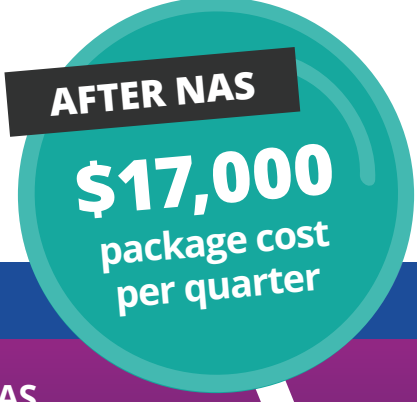
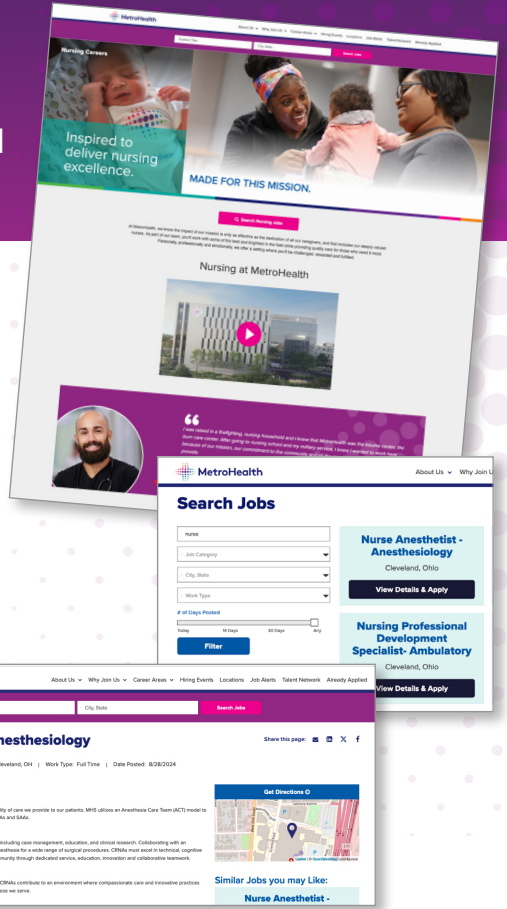
First, we did a comprehensive review of their current media placement to identify cost savings and bulk posting package options.



Then, we provided our market-specific recommendations and negotiated new rates with the job boards.



Finally, we started posting jobs and managing the process to ensure that no job ever went dark, at a much lower cost.



RESULTS

In two months, we posted 40 jobs on various association websites, all part of a larger network. Upon review, we secured a 50-job posting package across the sites and began management of jobs utilizing existing contracted media at reduced rates.

Working with NAS, MetroHealth saved **\$27,000** per quarter on their job board postings.



Ready to learn how NAS can help you with your physician recruiting? **CONTACT US** to learn more.