BAYADA®
Home Health Care

BAYADA Home Health Care is a leader in providing clinical care and support services at home for children and adults of all ages. The company employs more than 20,000 nurses, home health aides, therapists, medical social workers, managers, and other health care professionals who serve clients worldwide from hundreds of different offices.

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Challenge

BAYADA Home Health Care makes over 16,000 hires per year – predominantly for field office positions but also for office positions. The company's challenge is to not only fill those 16,000 positions, but also to promote the brand, and find those passive candidates in hard to fill roles such as Clinical Managers, Physical Therapists, Occupational Therapists and Nurses. But when you're making more than 16,000 hires per year, you need to look for new ways to reach candidates and think 'outside the box' of traditional job boards and recruiting solutions in order to attract and retain top talent.

BAYADA's Recruiting team recognized this need approximately four years ago. To mirror the firm's entrepreneurial culture, and complement historical initiatives such as career fairs, print ads, job boards and niche sites, the BAYADA team looked to tackle these challenges head on. The need to stay current and move ahead of the market rather than with it, work in pilot mode and innovate through new recruiting avenues, is the key for BAYADA. Staying on the forefront of change, as the firm's president Mark Baiada has often stressed, contributed to the creation of a social recruiting strategy.

Solution

BAYADA's culture of innovation spurred the Recruiting team into action – going beyond traditional job board solutions and attracting passive candidates while promoting the brand through a focus on social recruiting and digital marketing. "We got our technical and digital experience through search engine marketing and optimization campaigns first," said Rose O'Hanlon, BAYADA Manager, Human Resources. Spend shifted from traditional job boards to emerging solutions and the emergence of a digital group internally complemented the SEO/SEM initiatives through a focus on branding and social media. The digital and social pilots were working.

BAYADA partnered with CareerArc to distribute their opportunities to jobseekers via social and mobile networks such as Twitter, Facebook, via email and text message. What started small, just like the firm's SEO/SEM initiative, turned into an integral part of the firm's strategy. "Working with CareerArc has been a great success. With CareerArc everything is automated, not manual, and we get tracking and reports and have been able to integrate this with our Facebook development," said O'Hanlon.

Recruiting is the lifeblood of BAYADA's organization. The firm's employees are their greatest asset, and the primary source of hiring the firm's leaders will be from within. "Our goal is to hire people that are promotable at least two levels. We want people with the ability and desire to grow organically, and we want to hire talent fast," said Michele Miron, BAYADA's Director of Recruiting.

The adoption of social recruiting, in partnership with CareerArc, has complemented the HR team's internal collaboration with digital, marketing, statistics and application development departments in the creation of an Internet Recruiting Task Force. The task force meets bi-weekly to discuss social recruiting initiatives, write job templates, and looks to big data from BAYADA statisticians on what job postings are performing best and other key recruiting data points.

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Result

Recruiting is critical to BAYADA's business, and through a focus on social recruiting, the results have been staggering.

Since partnering with CareerArc, the average time-to-fill a position has improved by more than 15% - a crucial benchmark when 16,000+ hires are made on a yearly basis. "Our time-to-fill average dropped from 65 days to 55 days. For our field positions, it's even shorter. The speed with which social media can distribute job openings and in combination with our internal processes has been excellent," said Miron.

Within seven months, BAYADA received more than 1,000 applicants through CareerArc, and spread the firm's brand to tens of thousands of other potential passive jobseekers on Twitter, Facebook, mobile and across the web.

In the northeastern corridor, where CareerArc has leveraged BAYADA's strong job inventory to drive tens of thousands of jobseekers from New Jersey, Pennsylvania, Connecticut Massachusetts and New York to new opportunities the impact has been tremendous.

Through social recruiting, BAYADA is landing talent fast. And not just ordinary talent. Promotable talent. The key to the firm's success.