

## A CASE STUDY IN JOBCASTING



### OBJECTIVES

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Exempla Healthcare based in Colorado approached us to produce a series of jobcasts which featured interviews from Nurse to CEO. They wanted to showcase their jobs and culture and reach out to job seekers in a unique way that made them stand out.

### CHALLENGES

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Everyone knows healthcare is one of the fastest growing industries and hiring is very competitive. Companies find themselves competing for a smaller amount of qualified candidates, particularly nurses. Exempla asked Jobs in Pods to help “humanize” themselves in the eyes of job seekers.

### MEASUREABLE RESULTS

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Exempla commissioned 3 Jobcasts, one with the CEO, one with a Nurse, and one with their head recruiter. We recommended that Exempla use our plug-in on their corporate career site so that their traffic could hear the audio.



Adding the plug-in to their site has resulted in a massive amount of traffic to their jobcasts. As of October 2008, Exempla's jobcasts have been downloaded more than **17,000 times**.

## **ROI**

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At a cost of just under \$1,000, Exempla Healthcare's three podcasts have resulted in a ROI of 0.16 cents per download. (*total downloads divided by cost*)

## **CLIENT TESTIMONIAL**

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Gillian Sloan, Recruitment Manager for Exempla Lutheran Hospital comments: "using jobcasts demonstrates Exempla's creativity in connecting with our talent pool and strengthening our employment brand in an innovative way".

She also received the following feedback:

- We had a Nursing leadership candidate remark on our jobcasts and how they influenced him positively to interview with us.
- We had a rep from an Advertising Agency compliment us on having jobcasts on our website – to his knowledge we are the only healthcare organization using jobcasts.
- The nurse recruiter at one of our sister hospitals reports that he gets very positive comments from candidates.