



# How CHRISTUS Health sourced needed healthcare professionals.

## SUCCESS STORY

**CHRISTUS Health** was committed to becoming the employer of choice among healthcare professionals. Vice President of Talent Acquisition Ron Croy helped the organization leverage the entire LinkedIn platform to grow brand awareness and foster a culture of learning among employees using LinkedIn Learning. The results were dramatic increases in hiring leads, monthly applications, InMail response rates, and Career Page followers.



### Dramatic increase in leads

LinkedIn Pipeline Builder grew leads 6X—from 50 to 300 per month—while InMail acceptance rates rose by 10%.



### Increased brand awareness

Branding campaigns increased applications by 5X per month and more than doubled Career Page followers (from 30,000 to 75,000+).



### Record employee participation

19% of employees engaged in LinkedIn Learning, 10 points higher than the benchmark for similar-sized companies.



## THE CHALLENGE

# Becoming the go-to healthcare employer

Ron Croy wanted to establish CHRISTUS Health as an employer of choice. He also wanted to find a way to more effectively source and engage healthcare professionals. Croy was especially eager to better connect with nurses to meet growing needs.

## THE SOLUTION

# Building a brand to hire more medical professionals

Once Croy discovered that LinkedIn was home to millions of healthcare professionals, he set out to build CHRISTUS Health's employer brand. His team curated content geared toward nursing professionals on the CHRISTUS [LinkedIn Career Page](#) and sourced talent using [LinkedIn Recruiter](#), [LinkedIn Jobs](#), and [Pipeline Builder](#). To upskill the workforce and promote learning, the company sent employees [Sponsored Content](#) highlighting [LinkedIn Learning](#) courses, while providing ungated access to the platform.

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LinkedIn has played a critical role in getting CHRISTUS Health's brand out there and helping us recruit the healthcare professionals we need—especially nurses!



**Ron Croy**

Vice President, Talent Acquisition  
CHRISTUS Health

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