

Case Study

Vitalize Consulting Solutions



Highlights

- Showcased the company's investment in employees, its virtual nature and its culture with a LinkedIn Career Page.
- Added videos to its Career Page to provide snapshots of the daily life of a consultant.
- With 16 Recruiter licenses and 11 Job Slots, gained access to an almost unlimited pool of qualified active and passive candidates.

Company Profile

Vitalize Consulting Solutions (VCS), a wholly owned subsidiary of Science Applications International Corporation (SAIC), provides a wide variety of clinical, business and IT solutions for healthcare enterprises across the country and in Canada. Hospitals and their vendors rely on the company to implement complex IT and business solutions for everything from electronic health records in surgery rooms to blood transfusion administration.

Business Challenge – Solving the Human Part of the Equation

In recent years, Vitalize's business has grown rapidly, so the recruiting team was constantly on the hunt for quality people. "In this business, you need two things to make your business grow," said Vitalize CEO Bruce Cerullo. "You need clients who trust you enough, and you need experienced consultants...who will ultimately deliver Vitalize services to the clients." In Vitalize's philosophy, consultants were the key to successful technology implementations.

Its six recruiters and two sourcers were each in charge of finding specialists certified in the major healthcare IT systems such as Epic, McKesson and Meditech. These consultants also needed to have professional clinical backgrounds and advanced degrees.

"My observation of the healthcare information technology sector is that great technology — and there's a lot of it out there — is ultimately and completely dependent upon the touch of humans. Millions, and dare I say billions, of dollars have been wasted in IT system selection and implementation because the human part of that equation didn't get adequate attention and resources," Bruce quipped. "For all our employees, it is all about the people first. It's just the reality of who we are."

Vitalize had been using job boards and an internal database of candidates to source hires. For Vice President of Recruiting Jim Burns, however, these methods weren't yielding adequate results to meet the company's continued hiring needs. Jim was looking for a way to easily source high-caliber candidates with both the technical credentials and the interpersonal qualities the company needed. At that point, only two of the company's recruiters had experimented with LinkedIn's Pro accounts to find candidates.

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Michael Baker, Recruiter, Vitalize Consulting Solutions

Staffing a People-Centric Business

Through the implementation of LinkedIn Talent Solutions and the use of Recruiter and Job Slots, Vitalize’s recruitment team gained access to an almost unlimited database of qualified candidates, both active and passive. At the same time, the company wanted to reinforce its people-centric ideology, so it purchased a Gold-Level Career Page to showcase its many investments in employees.

Within days of beginning to use the solution, LinkedIn Recruiter “became a big hit with everyone,” explained Recruiter Michael Baker. “It’s easy to use and has plenty of tools to help find those tough-to-reach candidates.”

Jim quickly realized how much time this was saving his team and gave new recruiters immediate access to the tool. Over time, Vitalize has increased its usage of LinkedIn, now holding 16 Recruiter licenses and 11 Job Slots, each one dedicated to a different technology group.

“LinkedIn Recruiter has become a very valuable source of new candidates for Vitalize,” Jim said. “The search tools are great, and we can get really targeted, giving us the ability to find the specific skill set we are looking for quickly. LinkedIn Recruiter also provides the mechanism to interact with those candidates efficiently, and from their perspective, in a safe and secure manner.”

To ensure the candidate experience, Vitalize designed its Career Page to describe the company’s virtual structure and culture. The recruitment team added information about the company’s industry recognition, including awards it had garnered. It added employee quotes and extensive videos that portray a day in the life at Vitalize. The team even included fun games and tips from consultants about life on the road. Vitalize’s LinkedIn Career Page came to embody the company’s human-centric identity.

LinkedIn User Tips

- Personalize communication with candidates. Keep it friendly and professional, but ask for something in return, like an email address or phone number. This opens the door to expand your network with that new contact. Don’t simply blast out a job opportunity. LinkedIn is about relationships, and it provides the tools and mechanisms to start and foster those relationships.
- Use Job Slots strategically. Keep them fresh and up to date, cycling jobs in and out frequently. This provides candidates with new content and ensures that they are seeing the variety of opportunities your company has to offer.