



How Biocartis is working with LinkedIn to make molecular diagnostics accessible to patients across the globe

SUCCESS STORY

Biocartis, an innovative molecular diagnostics (MDx) company, stands at the forefront of precision medicine, making rapid and easy molecular diagnostics accessible across the globe.

As a highly innovative and market-leading MDx company, active in oncology and infectious diseases, with its own fully-automated Idylla™ technology and rapid and easy-to-use Idylla™ tests, Biocartis operates at the intersection of technology and (molecular) biology. Therefore, it requires highly skilled professionals, who, according to Petra Verlaak, recruitment manager at Biocartis HQ in Belgium, share a common drive to revolutionise the world of diagnostics.

By working with LinkedIn, Biocartis has attracted professionals that have the skills, personalities and competencies to succeed in a niche and rapidly-evolving market.



Reduction in time to hire

Time to hire has been reduced (on average) from 3.8 months to 2.7 months.



Attracting skilled professionals

Targeted recruitment campaigns have resulted in a greater inflow of candidates. Vacancies have been filled quicker, as a result of Work With Us ads and traffic driver campaigns on its LinkedIn Career Page.



Building a talent pool

Working with LinkedIn has enabled Biocartis to start to develop a talent pool for future vacancies.



THE CHALLENGE

Fulfilling niche roles

"We are often looking for the more rare profiles with molecular diagnostics experience, and preferably in oncology. This is a rapidly evolving field, with many niche segments," explained Petra. "In order to find these profiles, we need to find a broad range of skills and personalities."

THE SOLUTION

Ensuring the right candidates help Biocartis stand out

Biocartis chose to work with LinkedIn Talent Solutions (LTS). Together, they created a targeted recruitment campaign – Work With Us. This generated 2x more followers to Biocartis' LinkedIn page. Furthermore, job posts received one million views, which resulted in a 13 percent increase in applications.

Petra continued: "We were able to attract candidates with different levels of experience – from junior to senior – across various functional disciplines, and as a result of the increased number of applicants, we are able to fill vacancies quicker, even building a talent pool for future roles. This helps us with future planning, which is something we have not been able to do before."

Biocartis, which is active in more than 70 countries, reduced its time to hire (on average) by more than a month. Its ability to fill roles quicker can be attributed to a number of factors, including employer branding.

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LinkedIn has evolved over the years. I remember the days when I used the platform more so as an 'online resume'. However, over recent years, the platform has truly evolved into a robust talent search tool and has become my number one go to platform, which is very cost effective.



Andrea Raghunandan

Human Resources Generalist
at Biocartis US

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"Within the field of healthcare, it is important that we stand out as a diagnostics company," commented Petra. "Biocartis has focused its employer branding on showing that we are a very dynamic and fast-moving company to work for, with high learning curves and many career opportunities. It's also important that candidates understand that what we do every day makes a real difference for patients across the globe.

"As we live through a global pandemic, diagnostics is in the spotlight and will remain so for some time.

"That is why it is important that our employees are seen as true ambassadors; people who are knowledgeable and demonstrate why Biocartis is a global leader in MDx. We encourage our employees to share company news and recognise the great achievements of their colleagues, as well as share career opportunities with their networks."

Petra concluded: "Collaborating with LinkedIn has been key to attracting new talent in our mission to make molecular diagnostics and precision medicine accessible to patients across the globe. Thanks to our collaboration with LinkedIn, we were able to transform our recruitment process, reduce the time to hire and build relevant talent pools for future opportunities. Such results have had a massive impact on our business and mission. We look forward to increasing our impact on patients across the globe, together with LinkedIn."

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Petra Verlaak

Recruitment Manager at
Biocartis (HQ, Belgium)

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