



Sourcing and engaging healthcare professionals

Ron's challenge

CHRISTUS Health employs over 45,000 people across 600 centers, including long-term care facilities, community hospitals and walk-in clinics. As Director of Talent Acquisition, Ron Croy, made it his mission to establish CHRISTUS Health as an employer of choice while finding a way to more effectively source and engage healthcare professionals. Ron was especially eager to find a way to better connect with nurses to meet the continuing needs of the business.



The solution

Once Ron discovered that LinkedIn was home to millions of healthcare professionals, he set out to build CHRISTUS Health's employer brand across the platform. Ron's team curated content on their LinkedIn Career Page geared towards nursing professionals and invested in LinkedIn Recruiter, LinkedIn Jobs, and Pipeline Builder to source needed talent. CHRISTUS also used LinkedIn Sponsored Updates to target their own employees with LinkedIn Learning courses relevant to their careers.

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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

The results

CHRISTUS Health successfully leveraged LinkedIn to grow their brand awareness among healthcare professionals. They have also fostered a “Culture of Learning” and upskilled their workforce by offering their associates ungated access to LinkedIn Learning. As a result, CHRISTUS has seen a dramatic increase in leads, monthly applications and InMail response rates .

6X increase in leads
per month, from 50
to 300 using
LinkedIn Pipeline
Builder

**5X increase in
applicants** per
month as a result of
employer branding
campaigns

**More than doubled
their Career Page
following** from
30,000 to over
75,000 followers

**10% increase in
InMail acceptance
rate** from
healthcare
professionals

**19% activation of
LinkedIn Learning -**
10 points higher
than benchmark for
companies their size