



TalentMinded

## LinkedIn Talent Insights helps TalentMinded fill critical healthcare positions fast

### SUCCESS STORY

TalentMinded is a subscription-based, full-service recruiting solution company based in Toronto, Canada. In March of 2020, TalentMinded wanted to help healthcare organizations quickly fill roles to fight COVID-19. Having successfully sourced medical professionals for companies during the SARS pandemic, TalentMinded used LinkedIn to promote their healthcare expertise, offer coaching services and find new customers. TalentMinded then leveraged LinkedIn Talent Insights to locate and source needed medical professionals for a new customer.



#### Source Customers

TalentMinded used LinkedIn to promote their expertise in recruiting frontline workers for medical emergencies.



#### Build Pipeline

Using LinkedIn talent pool reports, Talent Minded created a sourcing strategy for a newly acquired hospital system.



#### Place Talent

In under 3 months, TalentMinded helped their customer secure 15 healthcare positions and extend 22 offers.



## THE CHALLENGE

### Sourcing talent for critical healthcare positions

When COVID-19 hit, TalentMinded wanted to help healthcare companies quickly find candidates for emergency positions. TalentMinded turned to LinkedIn to promote their expertise and offer help securing needed emergency workers. After bringing on a new healthcare customer, TalentMinded began to source candidates fast.

## THE SOLUTION

### Using LinkedIn's network and talent pool data to quickly build candidate pipelines

TalentMinded promoted a LinkedIn status update offering professional coaching services to anyone impacted by the pandemic. Through this process, they developed an initial pipeline of qualified talent actively looking for new opportunities. They further developed candidate pipelines by using LinkedIn's talent pool data to better understand where medical professionals were located. In under three months, they helped fill 15 positions and extend an additional 22 offers for a Canadian hospital system.



Having access to the data in LinkedIn Talent Insights was crucial to our business development and sourcing strategy success during this pandemic.



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