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SeekOut Reveals Hidden Talent Pools for Trilogy Health Services

Built a robust pool of qualified candidates for a rural healthcare position that went unfilled for 82 days prior to using SeekOut

TRILOGY
HEALTH SERVICES, LLC

About: Trilogy Health Services owns and operates more than 110 senior living facilities across the U.S. Midwest with approximately 11,000 employees.

Objective: Quickly fill job openings and build a database of highly qualified prospects to consider for future roles.

The Challenge

Most candidates are unwilling to relocate for leadership positions at senior living facilities. So, Trilogy Health Services must find credentialed prospects locally. This can be particularly difficult for rural facilities, like Harrison, Ohio, where a Director of Nursing position went unfilled for nearly three months when the team was using other popular sourcing tools.

"The quality of the candidates we're finding with SeekOut is exactly what we need, especially for our rural locations that have much smaller talent pools to tap into. I've also been very pleased with how SeekOut integrates with our ATS tools and allows the team to work more efficiently."

—Debbie Eberenz, Assistant Vice President of Recruitment

Highlights

Defined targeted search criteria in less than a minute

Saved significant administrative work and time through SeekOut's one-way ATS integration

Scheduled hiring interviews for three different executive roles in just the first week of using SeekOut.

Generated dozens of viable candidates for each search

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The Solution

After receiving an industry referral, Trilogy Health turned to SeekOut, hoping it would prove a cost-effective tool for locating hard-to-find talent. The executive recruiting team dove in headfirst and found dozens of viable candidates within the first week—including the Director position in rural Harrison, Ohio.

Even the most knowledgeable recruiters can run into challenges creating the perfect Boolean search to find qualified candidates. With zero training, the recruiter was immediately able to use SeekOut's AI Matching capabilities with ease. SeekOut's sophisticated AI automatically finds the best candidates and reduces human error that comes with building complex Boolean searches from scratch. SeekOut's AI Matching works by taking key requirements from a job description and returning a list of candidates who fit the criteria. By leveraging this feature, Trilogy quickly and easily generated a list of about a hundred qualified matches in close proximity to Harrison.

Next, the team utilized SeekOut's People Insights to visualize the diverse backgrounds of prospects, including where they currently and previously worked and their experience levels. With this data, the team narrowed down the talent pool further. Then, to streamline the recruiting processes and outreach, they exported the list of contacts directly to their applicant tracking system (ATS), iCIMS, via a single-click integration.

In addition to contacting the prospects about the position, Trilogy added every candidate to the company's newsletter distribution—a tactic aligned with their strategy of developing an extensive network of brand-aware talent from which to fill future openings.

The Benefits

Ease of use allowed Trilogy's recruiting team to deploy SeekOut effectively from day one and the platform immediately boosted the speed and effectiveness of candidate searches. Using SeekOut, Trilogy found 43 highly qualified prospects in under an hour, in a location where they previously had been unable to find qualified candidates.

"Nursing Home Administrator and Director of Nursing positions can be extremely difficult and slow to fill because of the lack of talent available locally," said team member Jena Hall. "So, for us to get results in less than a week is phenomenal."

The quality of SeekOut's search results exceeded the team's expectations. People Insights helped Trilogy narrow down their candidate pool while also ensuring candidate diversity. Assistant Vice President of Recruitment, Debbie Eberenz, noted the value added by People Insights wasn't available from any other recruiting platforms.

In total, SeekOut enabled an actionable and effective recruiting strategy to ensure Trilogy can fill future roles in a timely manner.

How SeekOut Can Help

Ready to build a more talented, diverse team? **Get a demo** to see how SeekOut provides customers a competitive edge in recruiting hard-to-find and diverse talent for Digital Transformation.