

Media Reallocation

Challenge

Saint Agnes Hospital is a 300-bed, full-service teaching hospital with residency programs in a number of medical and surgical specialties, located in Baltimore, Maryland. The challenge Saint Agnes faced was that at least 50% of their recruitment advertising budget was spent on niche and local print, while the other 50% was spent on job boards. The bottom line is that the organization was not receiving the number of qualified candidates necessary to keep up with their hiring demands.

Solution

When Saint Agnes became a TMP client, we assessed their media mix and made some drastic changes to reduce the amount of print being utilized. This included the introduction of strategic online ad placements, search engine optimization (SEO), search engine marketing (SEM), job search aggregators like Indeed and Simply Hired, plus niche online media like Healthcareers.com. TMP also recommended our TalentBrew solution that would serve as a single online destination for all jobseekers coming from the ads, search engines, and email campaigns.

TalentBrew is a Saint Agnes-branded website that takes the organization's job postings and creates branded, search engine optimized-landing pages for candidates based on the advertisement they saw or the search they performed. For example, if a candidate came from a physical therapist ad on Yahoo!, they would link through to a TalentBrew web page that had PT jobs and content only. If they choose to apply, their information is captured in the Saint Agnes applicant tracking system for future use.

Saint Agnes had a healthy skepticism of the new plan, as they wanted to be sure that these sweeping changes would garner the results they were looking for. In response, TMP implemented our Campaign Management service, which tracks all media placed as well as all SEO and SEM results – from the candidate's first view through to application. Saint Agnes could view the campaign results, and together with TMP, we were able to optimize the media plan to include only the most cost-effective, highest-performing traffic-drivers.

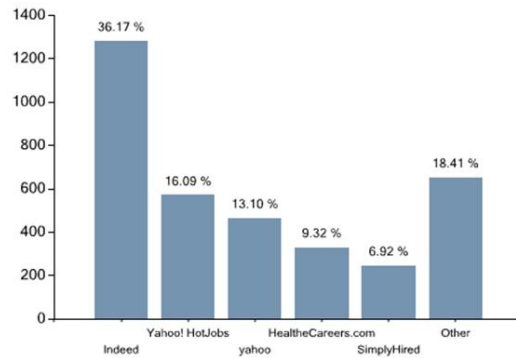
Results

Before the new media plan had been implemented, Saint Agnes had held a job fair to attract candidates. The fair attracted approximately 25 participants and two hires were made. After the media plan was implemented, Saint Agnes held another fair where there were 208 participants in attendance and 34 hires were made.

To date, the average cost per application for Saint Agnes across all media is \$33.73. There have been more than 53,000 TalentBrew pageviews and more than 3,500 apply clicks from TalentBrew, with page one or two location on more than one hundred online searches. Indeed and Yahoo! Smart Ads were Saint Agnes' top two media sources for hires (see right).

The page views from the SEO campaign have continued to rise over the months, up to 12,369 during the last week in August – directing more and more candidates to the Saint Agnes TalentBrew site to apply online (see below).

Number of Applications (Campaign to Date)



YAHOO! NEWS

Health Video Weight Loss Sexual Health Medications/Drugs Parenting/Kids Seniors/Aging Diseases/Conditions Vitally

POPULAR SEARCHES: celebrity aggression tiger woods lisa lopez buffalo bills

Health

FDA cancels meeting to review Lilly's Cymbalta

FDA drug approvals mostly flat in 2009

Hunting newborn tests for super-rare gene diseases

Health Slideshows

ADVERTISEMENT

Find Saint Agnes Hospital Maryland Healthcare Jobs near Baltimore, MD

Medical Transcriptionist - Baltimore, MD
Physical Therapist II - Baltimore, MD
Magnet Coordinator - Baltimore, MD
OB/GYN Physician - Baltimore, MD

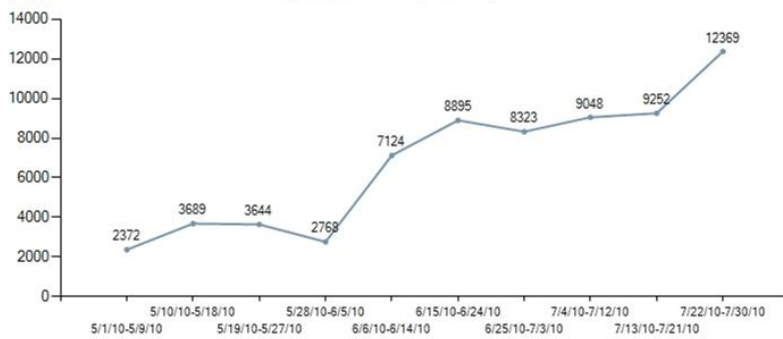
More Saint Agnes Hospital Maryland jobs

Powered by Yahoo! HR/USA

← Yahoo! SmartAd

Page Views


Displaying Last 3 calendar months date range (5/1/2010 to 7/31/2010)



The best part about this new media plan is that Saint Agnes ended up spending roughly the same as they did the previous year, with much better results. We turned them into true believers in the power of media and metrics for recruiting quality hires.

Talent Brew Site

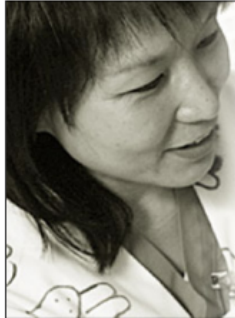
Candidates are directed to either the TalentBrew home page, category page (e.g. there is a page for nurses, one for physical therapists, one for all jobs with Saint Agnes in Maryland, etc.) or individual job page, depending on the media, advertisement or search engine results they linked from. Users can read content, apply online and sign up for email job alerts.



TalentBrew Home Page

About Us
Our Mission and Values
Benefits

[Saint Agnes Hospital Jobs](#)



CATCH OUR AMAZING SPIRIT

At Saint Agnes Hospital, one of Baltimore's most respected and admired teaching hospitals, you will find a team that strikes an incredible balance between extraordinary patient care and unrivaled compassion. Saint Agnes Hospital offers you the opportunity to be a part of something truly amazing: a healing ministry on care's cutting edge. We offer a full range of health care services and are proud that the doctors, nurses and health care professionals on our staff are the best in the industry. We believe it is our privilege to serve the people of the Baltimore/Washington, D.C. area.

Our key services include: The Saint Agnes Cancer Center, Bariatric Center of Excellence, Center for Blood Disorders, The Chest Pain Emergency Center, Cardiovascular Services, Women's Health Services, and Saint Agnes Emergency Department, which includes Pediatric, Adult and Urgent Care Emergency Centers.

Useful Links

- [Saint Agnes Hospital Website](#)
- [City of Baltimore Website](#)
- [Saint Agnes Foundation](#)

Recent Job Openings

- » **Administrative Coordinator Peritoneal Surface Malignance Program - Saint Agnes Hospital, MD**
Description: Minimum of 1 year of experience SUMMARY: This position requires advanced and diversified administrative and organizational skills to support the informational needs of the Director of the Peritoneal Surface Malignancy Program (PSMP) (Dr Esquivel) and the operational needs of the American Society of Peritoneal Surface Malignancies (ASPSM) when assigned. Minimal knowledge of medical terminology to enter patient reports ... Reference Code: 795968
- » **Clinical Nurse II - Saint Agnes Hospital, MD**
Description: Associate's Degree Current CPR Card Registered Nurse Required Minimum of 1 year of experience Summary: This is a clinical position in which a registered nurse in collaboration with interdisciplinary health team members uses the nursing process and the specialized nursing knowledge base to

Search Jobs GO

Search Jobs by Category

- » [Nursing Jobs](#)
- » [Allied Health Jobs](#)
- » [Nursing Support Jobs](#)
- » [Physician Practices Jobs](#)
- » [Administration and Clerical Jobs](#)
- » [Physician Assistant Jobs](#)
- » [Laboratory and Pathology Jobs](#)

Search Jobs by Facility

- » [Maryland Jobs](#)
- » [Saint Agnes Hospital Jobs](#)
- » [Seton Medical Group Jobs](#)

Browse Job Groups

- » [Saint Agnes Hospital Nursing Jobs](#)
- » [Maryland Nursing Jobs](#)
- » [Saint Agnes Hospital Allied Health Jobs](#)
- » [Maryland Allied Health Jobs](#)
- » [Saint Agnes Hospital Nursing Support Jobs](#)
- » [Maryland Nursing Support Jobs](#)

TalentBrew Category Page



Home
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Benefits

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Nursing

In line with our mission, patient care at Saint Agnes is founded on a culture of healing, which is the core and heart of our mission as a teaching hospital. Our approach to patient care is rooted in a commitment to excellence in all that we do. We believe it is our privilege to serve the people of the Baltimore/Washington, D.C. area. Our key services include: The Saint Agnes Cancer Center, Bariatric Center of Excellence, Center for Blood Disorders, The Chest Pain Emergency Center, Cardiovascular Services, Women's Health Services, and Saint Agnes Emergency Department, which includes Pediatric, Adult and Urgent Care Emergency Centers.

What's Our Info

Sign up today for alerts and Saint Agnes communications.

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Search Jobs

Job Title	Facility	Job ID
Clinical Nurse II	Saint Agnes Hospital, MD	795968
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Clinical Nurse II	Saint Agnes Hospital, MD	795968
Nursing Supervisor (Dr. Staff)	Saint Agnes Hospital, MD	795968

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Current Opportunity

Administrative II
Administrative Support
 Current: DR Care
 Required: Nurse Required
 Minimum of 1 year of experience

Summary: This is a clinical position in which a registered nurse collaborate with interdisciplinary health team members use the nursing process and the specialized nursing knowledge base to provide nursing care to a defined group of patients. Additional responsibilities include supervising non-licensed staff, acting as a role model for staff, and participating in and performing educational activities with staff. Clinical topics include: history and physical assessment, and job requirements include meeting the specific clinical competencies for the unit or unit.

Required Education: Minimum of an accredited college of nursing with a diploma, A.S. or B.S. degree

Required License, Certificate, or Registration: Current DR Care which meets the State of Maryland DR Care Requirements in DR Care

Required Experience: Minimum of 1 year of experience in both DR Care

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