



Using Career Fairs To Quickly Staff

Background

BrightStar Care of Birmingham provides full service adult and elder home care, child care services, and medical staffing for individuals, families and healthcare facilities near Birmingham, Michigan.

Challenge

Edwin opened his franchise less than a year ago and needed to staff quickly to capitalize on a new business venture. The office set a goal to recruit over 30 hires in a single month, fully understanding how time intensive it is to recruit, onboard, and train this volume of candidates in a short amount of time.

Solution

BrightStar Care turned to HealthHire to promote a career fair onsite at the Birmingham office. Edwin worked closely with his dedicated recruitment strategist to select a date, time, and build a career fair invitation to attract suitable candidates to attend. HealthHire promoted the event through a variety of channels, including a phone campaign to entice caregivers to attend. The day before the scheduled fair, HealthHire conducted a call with the franchisee to provide an estimated headcount and ensure the office was prepared to interview and onboard quickly.

Result

During the four hour event, 40 caregiver companions, certified nursing assistants, and home health aides attended to complete an application, interview, and learn more about the latest job opportunities. A total of 30 caregivers were invited back for orientation.

“ *The event marketing was stellar. Candidates commented on how much they appreciated the professional phone and email communication from the HealthHire team. It helped elevate my local brand while solving a short-term staffing crunch.* ”

Edwin Wudyka

Owner