

Success Story

April 20, 2016



American Family Care in Waltham, Burlington, & Stoneham, MA

Facility Type: Urgent Care

Client Partnership Date: July 21, 2015

Months of Service: Nine

History

In 1982, Dr. Bruce Irwin, opened the first American Family Care (AFC) Clinic in Hoover, Alabama. The company lives its motto of “putting the patient first.” In 2013, AFC purchased the Doctors Express franchise. This jettisoned them into one of the leaders in urgent care. With growth from both franchises and corporate owned facilities, they expect to be in 26 states with more than 200 locations by the end of 2016 with a goal of 500 locations in five (5) years.

No franchise owner encompasses “putting the patient first” more than Dave Adams. In July of 2015, The Inline Group (TIG) began to work with Dave. He owned two locations in the Boston area and had a third location on the way. Dave exudes passion, commitment and energy which is visible in his centers.

Success

Dave worked closely with TIG to create his custom recruiting website and the franchise saw almost immediate success. In the first two (2) months, we matched 18 candidates. Five (5) were a perfect fit and he quickly hired two (2).

In the ensuing eight (8) months, 525 candidates have visited his custom recruiting website 1,228 times. Also, Dave successfully opened his third location. **To date TIG has matched 33 candidates to Dave’s criteria and he has hired four (4) providers.**

Because of the monthly fee structure and no placement fees, AFC can post all positions, including part-time (too costly in a traditional placement fee arrangement). A perfect match occurred when AFC needed a physician to work the Monday shift and a physician currently in a fellowship wanted part-time work. We made the match and the physician was hired.

Prior to using TIG, Dave used traditional recruiting resources. At the two month mark, Dave revealed that in our short affiliation, we produced more candidates than all prior established resources. After 10 months, both Dave and TIG remain ecstatic about the partnership and success.

What Makes This Work?

While AFC gets a good stream of candidates, Dave's success comes after the candidate is matched. His passion, commitment and willingness to communicate makes him one of TIG's most successful clients. Dave understands the market and promptly reviews every candidate, providing yes or no responses promptly to Armando, his Account Manager. He quickly contacts the physicians and APs, not letting the ball drop in the interview process, which is well thought out and efficient.

However, the critical piece of this puzzle is Dave's passion and his ability to sell his opportunities to each candidate. He knows that he is competing for every candidate and he makes sure they know he wants them on his team. He communicates his vision and expectations for his centers and this is apparent when you walk into one of his locations.

AFC knows that sourcing must occur continually to keep that stream of candidates coming into their pipeline and they rely on TIG for that. However, Dave's communication and teamwork makes this a dream partnership.