

Disrupting an Industry – Success Story



Parkland Health and Hospital System

Metropolitan – Public Hospital

Months of Service – 17

Hires – 11

First Hire – 87 Days

May 2015 found The Inline Group (TIG) exhibiting in beautiful Boston at the ACP Conference. Luckily one of our neighbors from 26 miles down the road had also traveled to Boston. Dr. Noel Santini, the Medical Director and Chief of Adult Medicine for Community Medicine at Parkland Hospital was in the exhibit hall. He took a minute to stop by and talk about filling some openings in his hospital's community medicine program.

Parkland is a massive public facility located in downtown Dallas, with a level one trauma center, the nation's second largest burn center and a level 3 neonatal ICU. As the primary teaching hospital for UT Southwestern Medical Center, Parkland teaches cutting edge medicine and sees critically ill patients. But on the side, that is not seen as often, Parkland also cares for the city's underserved in 12 clinics and 12 school based programs. In fact, 34% of their services are uncompensated care.

Dr. Santini leads this community based program. When he stopped by to talk physician search with TIG he knew he needed to fill a number of openings and also that Parkland needed to watch every dollar they spent.

Ben Knighton, energized by his third lobster roll, was excited to educate Dr. Santini about our technology and transparency. He explained our unique process including our customized mobile recruiting web page and our mobile job app. Dr. Santini was intrigued to learn how successful our model was for hard to fill locations, and that all his locations would fall under one agreement without a single placement fee.

After the conference, TIG met with Dr. Santini, Dr. Joseph Chang, Associate Chief Medical Officer, Jessica Hernandez, SVP of Operations and Jeffrey Tredemeyer at Parkland, to talk details. By August 3, 2015, the ink was dry and Parkland had an introductory call with our Account Management Team. Dr. Santini, Dr. Joseph Chang, and Jessica Hernandez comprised the COPC Leadership Team (COPC).

Parkland's Community Medicine Program needed family medicine, internal medicine and pediatric physicians to work in three of its community locations in South Dallas.

Success

At TIG we like to think we are pretty awesome but sometimes we even surprise ourselves.

Within 87 days, the first family medicine physician was placed at the Southeast Dallas Health Center.

In the following 12 months, **Parkland hired nine (9) physicians and two (2) advanced practitioners across three locations.**

What Made This Work

TIG cannot take all the credit for this success. The success came because Dr. Santini and his amazing COPC team committed to work intimately with TIG and set internal standards that ensured no candidates were missed. In this case "teamwork truly does make the dream work."

While many clients set standards for TIG, Parkland set standards for themselves. Determined not to waste a single candidate, they implemented a process for candidate review, assessment, communication and interviews that was truly exceptional. Working with TIG Account Managers, they agreed to review and communicate with TIG on every candidate within 48 hours. And that was just the beginning. Their aggressive Service Level Agreement (SLA) continued to set standards through the entire interview, offer and hire process.

During the 17 months of our relationship, **1,146 candidates** have visited Parkland's custom recruiting web page **2,993** times. TIG's candidate advisors have screened and matched **195** candidates to Parkland's jobs. Using their SLA, Parkland's team has assessed all **195** candidates and **hired 11**. (Another 14 candidates are in the interview process!) What was Parkland's cost for those 11 hires? \$26,000 or **\$2,363 per hire**. If you assume Parkland hires even half of the 14 in the pipeline, their cost per hire drops to \$1,445. It doesn't get any better than that!

In August, Parkland renewed our relationship for another year. In that meeting we learned that the original searches we filled were their "hardest to fill" locations. What is the reward for doing a tough job well? The chance to do a tougher job better. Our renewal included new locations including their correctional facility services. Bring it on! And much to Parkland's pleasure, there was no added charge to add more searches.