



FILLING THOSE HIGH-VOLUME POSITIONS

WE HELPED FILL A CUSTOMER CARE CENTER USING A DEDICATED LANDING PAGE, DIGITAL AND SOCIAL STRATEGIES AND A WELL-PROMOTED HIRING EVENT.

CHANGE A FRIEND'S LIFE. ON JUNE 23.

As a valued member of our team, we know you are well-qualified to tell your friends and acquaintances about the advantages of working for Quantum Health. Here's your opportunity to make a big difference in their lives - and ultimately those of our members - by inviting them to our upcoming Hiring Event for Care Coordinators.

CARE COORDINATOR HIRING EVENT

Date: Wednesday, June 23
Times: 9am-noon and 3pm-7pm
Location: Quantum Health, 5240 Blazer Parkway, Dublin Ohio 43017

WE'RE LOOKING FOR: CARE COORDINATORS
NO HEALTHCARE EXPERIENCE REQUIRED
WE'RE OFFERING: \$18 AN HOUR + \$500 SIGN-ON BONUS

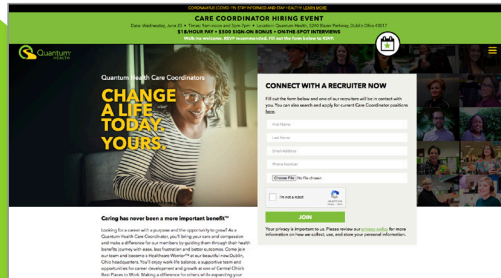


CHALLENGE

Quantum Health is a leader in the consumer healthcare navigation industry, helping plan members take advantage of healthcare plans, understand their benefits and resolve their healthcare issues. Due to recent growth, they were looking for a large number of Care Coordinators to join them at their new, state-of-the-art headquarters in Dublin, Ohio. Filling this position has often been a challenge in the past, and the client approached NAS to help them create excitement about this opportunity.

SOLUTION

NAS reviewed the client's current advertising efforts and determined the best ways to attract the candidates they needed. Our recommended strategy included:



- A landing page specifically designed to target Care Coordinators, highlighting the personal rewards that come with the position, Quantum Health's recognition as one of Central Ohio's Best Places to Work and the excitement of having a brand-new headquarters

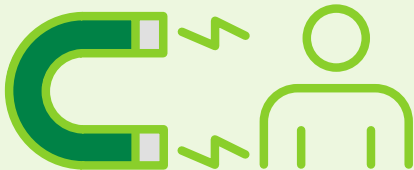


- A general digital marketing and social media campaign to drive traffic to the page and the opportunity, highlighting the improved \$18 per hour pay rate and \$500 sign-on bonus



- An on-site Hiring Event with a full slate of media support that included: Google display ads, Facebook posts, a text campaign, email blast and :30 radio spots

RESULTS



The client reported impressive attendance during the hiring event and made offers to 78 candidates, with 70 accepting on the spot.



The event was so successful that we are already planning future events for both Care Coordinators and Nurses.