

SCALABLE HIRING FOR CRITICAL GROWTH PERIODS

Hiring Events Accelerate Large-Scale Licensing Recruitment for a National Healthcare Provider

Client

A private equity-owned Medicare solutions provider formed from the roll-up of two companies.

Challenges

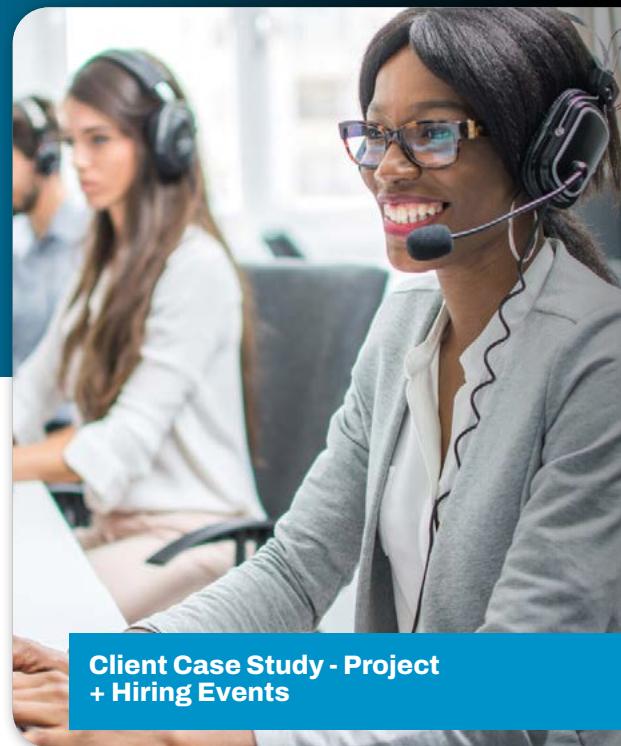
- Newly consolidated, private equity-owned Medicare solutions company with aggressive hiring demands.
- Required onboarding 600 licensed agents in 120 days while supporting 38 training class start dates.
- Roles required candidates to complete training and pass a licensure exam, increasing pressure to find highly motivated, qualified talent.
- Competitive labor market made it difficult to attract and convert the right candidates quickly.

Solution

- Source2 deployed an 18-person dedicated recruiting team built for speed and precision.
- Managed end-to-end recruiting operations: sourcing, screening, advertising, reporting, and hiring decisions.
- Executed all virtual hiring events, including staffing, facilitation, and full event operations.
- Used virtual hiring events to expand geographic reach, engage hundreds of candidates in real time, and maintain a consistent multi-market pipeline.
- Leveraged client-branded digital billboards, targeted online ads, and proactive outreach to amplify visibility.
- Consolidated advertising to reduce cost-per-applicant and improve applicant-to-hire conversion.

Results & Outcomes

- 5,600+ applicants engaged through virtual recruiting events and outreach.
- Recruitment timeline aligned with all 38 training class start dates, enabling the client to hit a mission-critical growth milestone.



Client Case Study - Project + Hiring Events

"The project was a great success! Source2 listened to our needs and executed on all directives. The team involved was honest, detail-oriented, and extremely responsive. We truly appreciate the partnership, and we look forward to working with Source2 in the future."

– Chief Operating Officer

Key Takeaways

- **700 hires in 120 days (115% of the original goal).**
- **81% exam-pass rate, outperforming prior client results by 15%.**

Let's Talk about Kickstarting Your Next Hiring Project.

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