

## Customized recruitment program helps growing pharma company sustain growth.

### A Customer **STORY**

*This U.S.-based, specialty health care solutions company has a portfolio of both branded and generic prescription products for pain management and other health conditions. They deliver an innovative suite of complementary diagnostics, drugs, devices and clinical data to meet the needs for high-quality and cost-effective care for patients in areas such as pain, urology, oncology and endocrinology.*

### Areas of **FOCUS**

**Industry:**

- Pharmaceutical

**Positions:**

- Technical, Health & Life Sciences
- Sales & Marketing

**CBI Group stays one step ahead with consultation and resources to meet growing recruitment needs.**

**We Build Recruitment SOLUTIONS**

### Customer **CHALLENGE**

Our customer, a U.S.-based Pharmaceutical company was rapidly growing and with their focus on their core business of specialty healthcare solutions, their recruitment team was overwhelmed. The leaders were unsure of their specific long-term needs but required immediate assistance to keep up with their growth. After CBI Group gained an understanding of their needs, we developed a customized menu of services offering potential short-term & long-term solutions to meet their recruitment and business goals.



### Blank Sheet of Paper **SOLUTION**

Based on the flexibility of CBI Group's offerings and our willingness to think outside the box, the company requested the development of a pilot program to create an outsourced part-time Recruitment Coordinator role to their team, aiming for immediate turn around. CBI Group was one step ahead of the customer and had resources ready and provided a program to fill their need. This role took the day-to-day administrative responsibilities out of the hands of the recruiters and allowed them to focus on screening and interviewing a larger number of candidates.

After demonstrating success with the pilot program, the customer involved CBI Group in more of their strategic initiatives. We collaborated with the client to offer more long-term solutions that would continue to solve their recruitment challenges. One big challenge the customer experienced was finding a solution to fill field sales roles to keep up with the pace of new products and changing territories. A Recruiter On-Demand was deployed to take over 100% of the openings for Pharmaceutical Sales Representatives. In addition, many hard-to-fill requisitions were open without any candidate flow. CBI Group developed a sourcing solution that allows flexibility to scale hours up or down for off-site sourcing services. CBI Group is also involved in providing counsel on other future Human Resources initiatives, including the development of recruiting strategies as they continue their growth with acquisitions and expansion to new locations.

### How did CBI Group add **VALUE?**

The Program Coordinator role transitioned into a full time CBI Group resource to meet the rising demand for scheduling and interview coordination. The on-site Field Sales Recruiter kick started the initiative by filling over 40 positions in the first 8 weeks. This company has utilized the breadth of CBI Group recruitment services, allowing us to be a true partner and consult on all aspects of their Human Resources challenges.