

CBI Group staffs Nemours Florida hospital in time for grand opening

A Customer **STORY**

Nemours Children's Health is a large, integrated pediatric specialty care system that provides hospital and clinic-based primary and specialty care, prevention and health information services, as well as research and education programs in Delaware, Pennsylvania, New Jersey and Florida.

This non-profit health organization was established in Delaware in 1940 and initiated its most dramatic growth in 2012 when ground was broken in Orlando, FL for what would become a 60-acre pediatric health campus.

Areas of **FOCUS**

Industry:

- Healthcare

Positions:

- Technical, Health & Life Sciences

Customer **CHALLENGE**

While in- and out-patient, therapeutic and operating room facilities were being constructed, the Nemours HR team faced the challenge of building a staff of several hundred doctors, nurses, therapists and other allied health professionals to provide care within these new facilities.



Already well-established in Florida, Nemours faced the pressing challenge to recruit and retain a team of 600 additional professionals to provide care while maintaining and further developing its national reputation. Every year, Nemours is included in the top ranking of pediatric health facilities in the US and while smaller Nemours clinics already existed in Florida, this new hospital and health campus would be the ultimate showcase for its widely-respected calibre of care.

Blank Sheet of Paper **SOLUTION**

Based on a long term relationship between Nemours and CBI Group, the two teams joined forces to tackle this challenge. "CBI Group partnered with us to identify key talent to on-board which supported the recruitment process," explains Melissa Beckler, Nemours Talent Acquisition Manager. Specifically, CBI Group identified a physician recruiter, three health care recruiters and two recruitment coordinators. In addition, the CBI team "showed lots of flexibility" in developing solutions throughout the process, Melissa recalls.

"We custom-built a recruitment solution that combined parts of our Recruiter On-Demand business (speed and flexibility) with the organization and process focus of our Managed Staffing business," says CBI Group Founder and President Chris Burkhard. "This combination gave Nemours the resources and data to feel good about our outcomes."

In all, 97,000 resumes were received for 500 positions that were filled primarily by the CBI recruiters in time for the hospital's grand opening.

And the hospital's recruitment team was created as well, including four recruiters and two coordinators from CBI Group.

How did CBI Group add **VALUE?**

"CBI Group brought me the talent that we needed in a compressed time frame," Melissa says. "We had a successful outcome to a very challenging project and CBI Group did a good job communicating challenges to me." She adds that their flexibility was also important; because of the nature and size of the project, change was common.

The recruiting team "became part of the Nemours family so it was really hard to see them go at the end of the project," Melissa says.



We Build Recruitment SOLUTIONS