How Tribepad worked with HCRG Care Group to modernise recruitment.
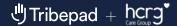
Private Healthcare
Case Study

Let's start with
what we have achieved...

47% increase
in total
applications

106% increase
in career site
page visits

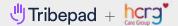**62% reduction**
of time in
compliance

Transformed
perceived value
of recruitment

"

Recruitment is a real source of accomplishment in the organisation today. We used to be involved with all sorts of firefighting and dealing with escalations but my role is infinitely easier now. It's so much faster to bring people into the organisation."

Paul Lundbeck, People Services
Director, HCRG Care Group

Tribepad + **hcrg** Care Group

THE RESULTS

Increased applications by 47% over 12-months

Increased site visits by 106% over 12-months

Reduced time in compliance by **62%**

Reduced time to create new contracts from 40-minutes to seconds

Grew FTE headcount by 5% despite higher-than-usual churn

All candidates now **hear from a recruiter within 48-hours**

Freed **time to redevelop EVP** and refine candidate experience

Supported 38% growth in team in shift to recruiter-led function

Transformed perception and value of recruitment

Freed managers' time to refocus on care

Banished spreadsheet CV trackers and introduced great end-to-end visibility

Recruitment now **praised throughout the business**

Healthcare recruitment is tough, even with the right tools in your corner. And HCRG Care Group was reaching the point where their recruitment software was probably hindering more than helping.

In some ways, maybe it was a blessing in disguise when the organisation's legacy software provider announced they were stopping working with NHS Jobs (which some 70% of HCRG Care Group's recruitment hinged on). It gave us the perfect opportunity to work together to create a better solution.

Although it certainly didn't feel like a blessing! The team had just over two months to roll-out new software or start manually processing all NHS roles and candidates.

Tribepad rose to the challenge and three years later, the rest is history. Now HCRG Care Group handles all their recruitment through Tribepad, and have created a modern, speedy process that the entire organisation is proud of.

"

We used to have a horrible system that nobody would use. It was slow and messy, and the candidate experience was poor. Nothing was tracked. CVs were flying everywhere and there was no visibility over KPIs and metrics. It was terrible value for money.

With Tribepad, we've been able to modernise our processes and give recruiters the tools they need at the touch of a button. It's much more engaging for everyone. It's completely transformed our recruitment process."

Paul Lundbeck, People Services Director, HCRG Care Group

Context

HCRG Care Group is one of the UK's largest community health and care providers, supporting communities of many millions across England and Wales. Around 70% of their services are NHS services.

The organisation has around 5000 workers and typically recruits around 1300 people (perm and temp) each year, across a wide range of services.
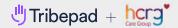
Before

When you recruit for over a thousand roles annually across lots of services and brands, good visibility is a must. But that's exactly what HCRG Care Group lacked.

Plus, recruitment used to be entirely manager-led, with limited recruitment support only for priority roles. (In practice, 'priority' meaning 'whoever shouts loudest'…).

The recruitment team was doing their best to support managers, but the left hand struggled to see what the right hand was doing. It was slow, and there were too many cracks for candidates to fall down.

Not good from a candidate experience perspective. And definitely not what you want in a competitive landscape where good people get hired fast. Managers often had to wait weeks before they could even start assessment, for the recruitment team to send CVs once a role closed.

> "
> With Tribepad, I know I can rely on good service, technology that's always up-to-date, and solid thought leadership."
>
> Paul Lundbeck,
> People Services
> Director,
> HCRG Care Group

Now

Turning the lights on

With Tribepad, recruiters and managers have real-time visibility through simple, intuitive dashboards, tailored to different users. Managers can assess candidates immediately, and the recruitment team can see the entire function at a glance. To make sure every candidate moves through the right process at the right speed.

Not a spreadsheet in sight. Just faster hiring, with full visibility.

And now, HCRG Care Group have gone a step further to supporting managers by scaling up their recruitment team from 5 to 13 people.

The team now provides a **full recruiter-led service** to managers, handling attraction, pre-screening and onboarding: a shift that would've been impossible before Tribepad. So managers spend less time in the reeds, and **more time providing high-quality care.**

"

Being able to control our whole recruitment environment from one system and see our pipeline of talent has been so important for us. Now everything is tracked, and we have great visibility."

Paul Lundbeck, People Services Director, HCRG Care Group

A rich, **memorable** candidate experience

As demand skyrockets far beyond supply, the healthcare sector is one of the most competitive you'll ever recruit in. To hold their own, HCRG Care Group knew they needed to hire faster. But more than that, they knew they needed to create an easy, smooth journey that candidates found engaging.

With Tribepad, they've been able to do just that. With lots of smart automation, templates and functionality like Quick Apply, the team have streamlined recruitment massively.

Now, it's **1/3 faster for candidates to apply**

And **all candidates hear from a recruiter within 48-hours**

It's about more than speed though.

When you automate the digital bits of recruitment, you free more time for the human bits. That's where you can really add value.

The team have gained the breathing space to step back and consider the holistic candidate journey, to build a process that's really rich.

The recruitment process is much better for candidates because it gives a deeper picture of HCRG Care Group's culture and brand. And it's much better for the organisation too, because it translates into better quality-of-hire, better retention, and better quality care.

> "
> Often roles are broadly similar and candidates might be applying for several at once. How do candidates choose? Speed is important but it's also about the engagement from your recruiters and your managers. **If you can get candidates into your process and keep them warm and engaged, they're more likely to choose you and stay with you. That's what Tribepad helps us with.**"

Paul Lundbeck, People Services Director, HCRG Care Group

A smarter way to tackle
NHS Jobs

Around 70% of HCRG Care Group's services are NHS services, so recruitment software that played well with NHS Jobs was a must.

Alongside Tribepad, this meant the team were considering Trac – the legacy online recruitment system lots of NHS trusts still use. Trac does have strengths: in particular, it was built for the NHS so it's specifically designed to connect all the systems NHS recruiters rely on.

"Tribepad offers a much more modern, engaging, and intuitive system that also integrates seamlessly with NHS Jobs, as well as other critical systems like Employee Staff Record (ESR) and DBS."

But as HCRG Care Group found, other recruitment software can provide the same seamless connections – and also tick a heap of other boxes too.

Paul's team conducted thorough research including a MoSCoW analysis to help them understand their functionality priorities. When they did that, Tribepad was a clear winner.

(These integrations were also super important to Royal Devon University Healthcare Foundation NHS Trust. The tide is starting to turn as more NHS recruiters step off the beaten Trac.)

> **We found Tribepad was head and shoulders better than Trac in many ways –** we can still use NHS Jobs but it's much more modern, more intuitive, and more engaging. The strong relationships you have with other wider systems have been really helpful to us."

Paul Lundbeck, People Services Director, HCRG Care Group

62% faster compliance checks

> " DBS and reference checks used to hold us up a lot. Tribepad has changed all that. Having the onboarding and compliance process so slick helps us get people in the door quicker and helps improve the quality of care we provide."

Paul Lundbeck, People Services Director, HCRG Care Group

Like all healthcare organisations, HCRG Care Group has a load of crucial recruitment checks that have to happen to keep patients safe.

It's a notoriously sticky part of the care recruitment process. So much so that many candidates won't hand-in notice for their old role until checks are complete.

Every hour wasted waiting for checks means more pressure on current employees, more money spent on bank or temp staff, and a bigger chance candidates will drop-out and sign elsewhere. Especially for nationally in-demand roles like nurses.

That's the problem HCRG Care Group was facing – and the problem Tribepad solved.

Thanks to smart integrations and real-time visibility over all candidates, the team have **reduced the compliance check process by 62%,** from 45 days to only 17 days. So the people they hire, start.

And contracts have become much easier too. Before Tribepad, it could take upwards of 40-minutes to create one contract because of the number of clauses they had to manually change. **Now, with smart templates and contract management, it takes just moments.**

More starters, more stayers, and more consistent care

The healthcare sector can feel like a revolving door, with constant employee movement.

Add the ageing workforce, and care organisations often face an uphill struggle to maintain workforce numbers. Let alone to grow them, to meet growing demand.

For HCRG Care Group, rising to these challenges means focussing on both recruitment and retention in a more strategic way. But finding space for strategy is impossible when the team's stuck in recruitment quicksand.

That's where Tribepad came in. When your recruitment software shoulders the manual, admin-heavy bits of the load, your team suddenly have bandwidth to focus elsewhere.

In HCRG Care Group's case, they've been able to totally re-evaluate their EVP. No small task when you hire across many different services from prison services to children's community services.

Now the team know what staff are looking for and how their proposition stacks up. And thanks to Tribepad's flexibility, they can easily communicate that value across all their different roles.

HCRG Care Group's EVP is now doing its job: attracting more people and making better fit hires with people who know exactly what they're signing up for.

The numbers don't lie:

- **Applications have increased by 47%** and **site visits have increased by 106%** over 12 months using Tribepad

- **Headcount has grown by around 5%** over the past 12 months despite higher-than-usual churn across the sector

And brand engagement has gone through the roof. One recent social media campaign saw a 650% increase in impressions with the same budget.

> "
> We work across lots of segments so being able to tailor our approach and messaging to different audiences has been really important. What a prison nurse wants is often very different from a community nurse or a custody nurse, for example. We've never had flexibility like this before.
>
> And it's the fact that our recruitment team can make changes like this ourselves easily, without needing input from consultants or IT. It's been a huge help.

Paul Lundbeck, People Services Director, HCRG Care Group

Tribepad + hcrg Care Group

Meet your biggest recruitment allies

Tribepad is the trusted tech ally to smart(er) recruiters everywhere. Combining ATS, CRM, Video Interviewing, and Onboarding, our talent acquisition software is a springboard for faster, fairer, better recruitment for everyone.

Trusted by organisations like Bupa, Signature, NHS Professionals, and Turning Point, 25-million people in 16 languages use Tribepad.

Book a 30-minute chat to see how Tribepad can help you better serve your community.