

Case Study Healthcare and Pharmaceutical Industry (UK & Rest of Europe) – Recruitment Campaign

THE CHALLENGE

We undertook a significant Talent Acquisition campaign on behalf of a valued multi-billion-dollar IT client catering IT Services & Solutions to Healthcare and Pharmaceutical industry customers namely Becton, Dickinson and Company, InVentiv Health, Depuy Synthes etc, seeking to bolster their talent acquisition.

Our client is 6.8 Billion USD employing 115k people globally. They have always been proactive with their recruitment strategies, continually seeking ways to improve talent acquisition and gain a competitive advantage.

SCALABLE SOLUTIONS, NOTABLE RESULTS

During the initial briefing, it quickly became apparent that the continuing shortage of available IT talent in the healthcare & pharmaceutical markets, and the general downturn in the recent economy, was making it increasingly difficult to attract the calibre of individuals they required, particularly from direct competitors. This is a situation that many clients face. Typically, recruitment focuses on a specific position at a given moment in time, if at that moment the ideal candidate is entrenched in post or for whatever reason cannot consider a move, what do you do? Recruit the best you can or wait in the hope the situation changes?

Having operated within the healthcare & pharmaceutical sector for over 13 years, Blackapple Solutions (BSL) were well placed to propose an alternative recruitment strategy. The client has different divisions each of which promotes IT products and IT services into specialist areas of the healthcare arena. BSL identified the 3 key competitors for each division, as well as recommending another 3 organisations where we believed talented individuals with appropriate IT skill sets could be found.

The initial stage of the campaign was to populate matrixes and organisation charts for each of the identified companies, covering reporting lines, team sizes and role responsibilities. In all over 200 key positions were identified across IT discipline. Once we were comfortable that we had the basic intelligence correct, we began the engagement process to identify the genuine IT talent in the industry. This involved directly, yet discreetly, speaking with every individual to understand their role, background, aspirations and grievances, and most importantly their calibre and if indeed they are an industry high flyer. Following initial contact conversations were continued in person to truly understand the individuals' background and experience.

On completion of these initial phases we presented intelligence reports back to the client, highlighting any individuals who could be immediately tempted into a new position. These were talented individuals working for direct competitors, who whilst not actively seeking new roles, were open to the proposition we put forward, a number of these were subsequently recruited.

We have used this intelligence to work with the client in identifying recruitment plans for the forthcoming 12 months, based on the likely availability of key talent. Our ongoing management of the project ensures continued relationship building with the identified individuals and updates to the intelligence reports on an ongoing basis.

So far, we have recruited over 30 positions in varied locations namely **Sweden, Switzerland, Czech Republic, Germany & Russia.**

Some of the positions we recruited are **IT Support, IT Systems Administrators, Quality Engineer, Project Manager, Desktop Specialist, Clinical Analyst, Product Manager etc.**

As well as improving the number of individuals recruited from competitors, the intelligence has allowed us to adapt some of their strategies and become more aware of changes in the market.

As a final aside, due to the way the way we supported, our client has seen a significant reduction in recruitment fees, as well as the potential to see a dramatic improvement in time to fill.

Project Snapshot

CHALLENGES

A very high volume of positions is required to be fulfilled within tight timescales in UK & across Europe. This includes mixture of are IT Support, IT Systems Administrators, Quality Engineer, Project Manager, Desktop Specialist, Clinical Analyst, Product Manager etc.

SOLUTION

- Volume campaign solution and processes in place
- Dedicated team of BSL staff
- Multiple candidate attraction and sourcing methods used to attract both active and passive candidates through intelligence gathering
- Tracking and regular reporting to the client for transparency on campaign progress

RESULTS

- Within a three-month period, BSL placed nearly 30 positions both on contract and permanent hires to our client. This is an on-going project and we continue to hire for our client.
- Working to demanding conversion rates, BSL achieved an 85% pass rate at second interview stage
- The client was consistently impressed with BSL's service, response to any issues and attention to detail
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- Significant reduction in recruitment fees, as well as the potential to see a dramatic improvement in time to fill