

CASE STUDY

AMN Healthcare Boosts Hiring Efficiency with Jobma, Achieving an 87% Interview Completion Rate



Company Size
1,000 - 5,000



Industry
Staffing & Recruiting



Overview

AMN Healthcare is a leading talent solutions provider for healthcare organizations in the US. Their services include managed service programs, interim leaders, temporary staffing, executive search, recruitment outsourcing, language interpretation, and credentialing. AMN serves diverse healthcare settings, from hospitals and clinics to schools and home health facilities, fostering a diverse team that reflects the communities they support.

Challenges They Faced

The healthcare staffing and recruiting industry faces challenges as hospitals and clinics experience a mass departure of healthcare professionals. To address current and future staffing needs, AMN Healthcare recognized the urgent need to re-evaluate and optimize its recruiting processes. The challenges faced by AMN Healthcare were:

- **Inefficiencies in Initial Screening:** Traditional phone screening was resource-intensive for AMN, limiting their ability to shortlist top talent quickly.
- **High Volume of Applicants:** Sifting through numerous applications and resumes was time-consuming and slowed down the hiring process.
- **Need for Enhanced Candidate Engagement:** AMN prioritized engaging candidates early and ensuring they completed the interview process.

Goals

To address these challenges, AMN Healthcare set the following goals:

- **Optimize Screening Process:** Improve efficiency and reduce the time taken in initial candidate screening.
- **Increase Interview Completion Rates:** Encourage candidates to complete the interview process by making it convenient and accessible.
- **Enhance Candidate Experience:** Offer a modern and engaging interview experience to strengthen AMN's brand as an innovative employer.
- **Support Remote Hiring Needs:** Implement a scalable interviewing solution to streamline hiring across various locations.

Solution: Jobma

To meet AMN Healthcare's needs, Jobma implemented a tailored video interviewing solution that included:



One-Way Video Interviews

Candidates completed interviews at their convenience, allowing AMN's hiring team to review responses efficiently.



Tracking and Analytics

Provided AMN with completion rates and insights into candidate progress, helping to monitor and improve recruitment KPIs.

Jobma's intuitive platform enabled applicants to record video responses to preset interview questions at their convenience, removing the need for lengthy phone screenings and complex interview scheduling.



Live Video and Panel Interviewing

Real-time interviews, reduce geographical barriers and enable faster decision-making. Our live interviews also came with support for live transcriptions and note-taking.



"Jobma meets all our needs, including its ability to handle a high volume of pre-recorded and live video interviews. We love the transcription feature."



Kristen Burk
AMN Healthcare

End Results

After implementing Jobma, AMN Healthcare achieved remarkable improvements:

- **Streamlined Hiring Process:** Reduced time spent on initial screening, enabling recruiters to focus on top candidates faster and more effectively.
- **One-Way Interview Completion Rate:** Increased to 72.41%, demonstrating a significant boost in candidate engagement.
- **Reduction in Screening Time:** Faster interview completions also led to a 75% reduction in screening time, enabling AMN to quickly identify and advance top candidates.
- **Live Video Interview Completion Rate:** Achieved a strong 87.61% completion rate, allowing hiring managers to make quicker, more informed decisions.
- **Improved Candidate Experience:** The modern, convenient interview process positioned AMN as an employer of choice, especially appealing to tech-savvy healthcare professionals.

Quick Stats

72.41%

one-way video interview completion rate

87.61%

live video interview completion rate

75%

reduction in screening time

Tailored hiring solution, just the way you need!

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“We have been very pleased with Jobma's willingness to customize and accommodate our requests. The customer service has been top-notch.”



Kristen Burk
AMN Healthcare

Jobma's video interviewing platform empowered AMN Healthcare to overcome key recruitment challenges, improve efficiency, and elevate the hiring experience for its clients.