

Client

Home Healthcare
Provider
Top Workplace 2020

Location

Hartford, CT, U.S.A.

Industry

Healthcare

Skills Provided

Customer Service
Representatives with
Billing and Insurance
Experience

Solutions Provided

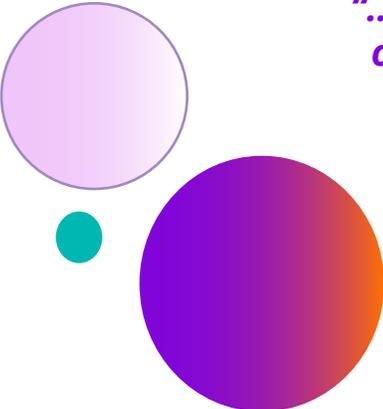
Talent Community
Expert Curation
Employer of Record

Background

A home healthcare provider of managed care services for 26 million US members needed help filling monthly classes of Customer Care Solutions Experts for insurance verification, billing, and in-network services. The company focuses on improving patients' lives by delivering innovative home health solutions that produce better outcomes and reduce overall costs through partnerships with providers and payors. By using advanced analytics, the company determines the appropriate location for post-acute care.

The Challenge

In February 2020, our client received a request from a top customer who was experiencing a shortage of personnel due to an overwhelming rise in home health requirements. In response to this high demand, coupled with COVID-caused delays in standard drug testing and background checks, candidates were dropping off at an alarming rate. The request for Customer Care Solution Experts was immense, and the client specifically needed a streamlined technology with a human element approach in order to fill all the positions and speed up the time-to-fill.



*"..[They have] a strong understanding
of the type of candidate we look for.
I never had to question a candidate
that was sent to me."*

*HR Manager
Home Healthcare Provider*

The Solution

Opptly provided an AI sourcing technology, programmatic integration, and a hands-on curation service that remained high touch all the way through onboarding. These consistent touchpoints throughout the recruiting and hiring process not only greatly improved the candidate's experience but also mitigated the alarming drop-off rate.

With Opptly's adaptive AI and matching technology, we were able to quickly match and connect with qualified and interested candidates, providing a seamless candidate and hiring manager experience. Using our hands-on talent curation and employer of record (EOR) services, provided by ICON (an Opptly sister company), Opptly identified the most qualified candidates and cultivated a close relationship with them throughout the hiring and onboarding process, providing a much needed human touch.



The Results

- **117 current resources**
- **100% response rate**
- **95% of client's Customer Care Solution Experts sourced and hired by us**
- **20% reduction in time-to-fill during the height of COVID-19 restrictions**
- **Maximized opportunities to source talent, dramatically shortening the upfront process**

About Opptly: Connect with talent in a new and meaningful way by leveraging direct sourcing from Opptly. Our Direct Sourcing solution utilizes a massive skill-mapped talent community, a sophisticated matching technology, turnkey recruitment process automation, strategic support, and candidate curation services — all fully compatible with your existing program infrastructure. Revolutionize your contingent workforce solution with Opptly. Headquartered in Houston; Opptly can be found online at opptly.com.