How Talent Rediscovery Improved Recruiter Productivity and Time to Interview for a National Healthcare Provider

Client Challenge
This national healthcare provider has built a talent pool of over 6 million candidate profiles over the years. However, they still needed to fill their Certified Nursing Assistant (CNA) roles quickly without compromising candidate quality.

With the time it takes recruiters to source, screen, and engage candidates, it can cost thousands to an organization's bottom line – not to mention the upfront costs spent on job ads and recruitment marketing.

The industry average for CNA roles is 50 days to fill and the cost to recruit can range between $3,000 $6,000.

Leoforce Solution: Talent Rediscovery at Scale
The healthcare provider needed to pivot their talent acquisition strategy to improve recruiter productivity, time to hire, and the cost of recruiting. So, they decided to invest in a solution that would help re-engage their already interested talent pool of candidates.

This led them to choose Leoforce's AI agent workforce for talent rediscovery – the leading solution that identifies the best-fit candidates from your talent pool and engages them until they re-apply.

The rediscovery campaign started strategically with a small pool of CNA profiles, designed to re-engage prior candidates with personalized outreach and precise targeting – transforming past prospects into fresh opportunities.

Benefits of Talent Rediscovery:

- Save up to 20 hours per job
- Reduce the cost per recruit
- Increase candidate response rates
- Decrease time to interview

Impact
By activating their existing talent database with Leoforce's rediscovery AI-powered engine, the client not only saved time and money but also accelerated hiring cycles and recruiter productivity. The campaign proved that rediscovery is not just a fallback strategy—it's a high-performing channel for quality hiring.

Key Performance Metrics

30%	40%	50%
Engagement Rate	Applicant Conversion Rates	Decrease in CPA