



CASE STUDY

Kahu Malama Nurses is a healthcare staffing agency that helps medical facilities and home care clients find the most qualified healthcare professionals available. Kahu Malama provides service to all of the Hawaiian Islands, and staffs their clients' facilities with the most dedicated team of professionals available. Kahu needed to recruit the highest quality RN candidates for both local and travel assignments in Honolulu, Waimea, Kamuela, Kona and Hilo, Hawaii.

HiredNurses immediately began driving applications from experienced, licensed candidates. It is always difficult to source RN candidates, but we were very happy that HiredNurses was able to deliver such a high volume of qualified applications so quickly for our open positions.

FEATURES DEPLOYED

- **Algorithmic matching**
Utilizing HiredNurses' patent-pending technology, Kahu Malama's jobs were presented to the most qualified candidates based on their experience, licensing and specialization.
- **Email Alerts**
Based on the results of algorithmic matching, Kahu Malama's jobs were included in thousands of email job alerts to HiredNurses' registered candidate database.
- **National Distribution**
Kahu Malama sought to recruit travel nurses for positions throughout Hawaii, and was able to advertise their positions nationwide to quickly find candidates looking to relocate for a travel assignment.

Very few web sites can drive the volume of Registered Nursing candidates that HiredNurses is able to deliver. They were able to deliver RN candidates that turn into hires faster than any other source we have tried.

About Kahu Malama's Campaign



Candidate traffic:
1,500+

Product:



With HiredNurses' JobStream™ product, clients pay only when a user actually visits their job posting. Clients can stream jobs straight from their website to reach over 500,000 RN candidates.



Monthly Budget:
\$500 - \$1,000 per month



Results:



Qualified applications exceeds majority of traffic sources.



Cost-per-application reduced.