

PREMERA BLUE CROSS

PRESCRIBE JOBSTER TO INCREASE REFERRALS



BLUE CROSS

An Independent Licensee of the Blue Cross Blue Shield Association

INDUSTRY

Health insurance

CHALLENGE

To reduce the reliance on search partners by increasing the number of employee referrals.

SOLUTION

Premera recruiters implemented Jobster to provide an easier way to involve employees, contacts, hiring managers and executives in making referrals.

IMPACT

Jobster helped recruiters at Premera tap into new sources of prospects.

Premera saved \$50K in contingency search fees by generating referrals from employees.

Recruiters cost effectively reached out to large groups of targeted professionals in less time.

Premera Blue Cross is a nonprofit, independent regional health insurance plan provider. Finding qualified professionals through referrals and reducing the reliance on contingency search partners was a top priority for Premera.

Jobster's online service provided the recruiting team with an easy and cost effective way to reach out to targeted groups of people within the industry. Jobster also provided recruiters with the tools they needed to build and track relationships with top talent.

“Healthcare is probably one of the top four toughest markets to recruit for... We want to build a talent pool ahead of time...”

Annie Ayerst

Premera Blue Cross, Director of Workforce Management

Using Jobster, recruiters sent out an email campaign for a unique regional manager's position. In a matter of minutes, one of only a few dozen people qualified in America contacted Premera. He was a perfect fit and following the interview he was hired.

Another campaign for a hard-to-fill web product manager was sent to internal associates, hiring managers and the Premera Talent Network. Recruiters commented how easy it was to generate referrals because the Talent Network did the work for them. Within a few days of sending out the campaign, recruiters had qualified prospects and, following the interview process, made a hire.

One recruiter said *“This group has been tough to recruit for... we have not generated a lot of referrals from this department, and now referrals have become my best source.”*

Healthy Results Benefit Premera

In two and a half months, Premera generated 23 prospects, including 11 recommendations from associates. Talent Network invitations reached out to more than 1,964 professionals and saved recruiters hours of follow up time with recommendations delivered directly to the hiring team. With 178 people interested in future job opportunities, Premera has powered its employee referral program and reduced its reliance on contingency search partners.

About Premera

Operating as Premera Blue Cross in Washington state and as Premera Blue Cross Blue Shield in Alaska, Premera serves more than a million members. Premera offers a large, diverse network of providers - nearly 18,000 health care professionals and 100 hospitals in Washington and 840 professionals and 23 hospitals in Alaska.

For more information visit www.jobster.com, or call 1.888.611.5627.

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