



15 Skilled Nursing Recruitment Candidates Every Week

Skilled Nursing Facility

PRODUCTS

PatientPoint® Leads™ (ROI solution)

CHALLENGE

A skilled nursing facility needed help recruiting strong candidates for consideration and hire. With staff shortages felt industry-wide, the facility needed a new way to reach more caregiver candidates.

SOLUTION

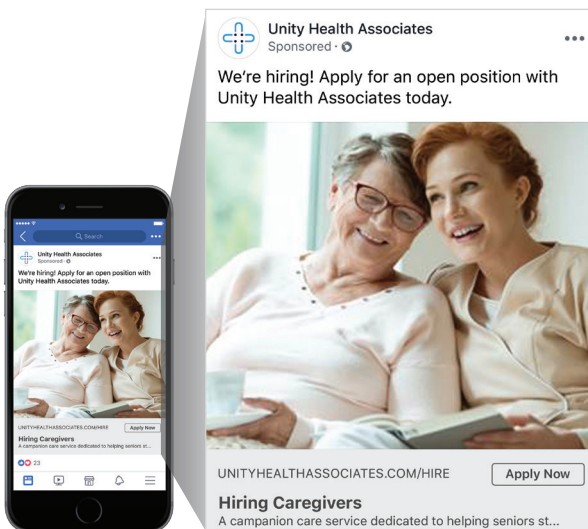
PatientPoint® collaborated with the facility to build out a detailed candidate profile. Using this information, PatientPoint developed a Facebook lead generation campaign targeting candidates who matched the desired profile.

RESULTS

In just 16 weeks, the facility grew its candidate base exponentially from the new online ads:

- **239** recruitment candidates delivered
- An average of **15 per week**

The facility's Facebook ads generated an average of 15 candidates per week.



*Not actual ads



*Not actual ads

The Power of PatientPoint Digital Marketing Solutions

The team of experts at PatientPoint Digital Marketing Solutions works with you to develop a **digital marketing strategy** that puts your hospital, practice, business or facility **in front of patients searching for your care online**.

Learn more

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PatientPoint®