

MARSTRATS CASE STUDY



Ascension Health

Recruitment Marketing

Challenge

Established in 1999 with the Systems Office in St. Louis, Ascension Health has over 70 facilities delivering services in 20 states and the District of Columbia. Ascension Health is sponsored by 1) four provinces of the *Daughters of Charity*, 2) the *Congregation of St. Joseph* and 3) the *Sisters of St. Joseph of Carondelet*. Because the Health Ministries are so large and geographically spread out, Ascension decided to engage in a major business initiative to standardize information flow, data and processes through a software system that enabled operational data to be integrated with clinical data for the following departments:

1. Finance
2. Human Resources
3. Supply Chain Management

The creation of a shared services environment would improve quality and service, while reducing costs. This was critical to the long-term sustainment of the healthcare ministry for Ascension. Internally the program was branded *Symphony*. The program required an immediate hiring blitz to put the Program Development Team in place (Team Leaders) from both internal and external sources. It was planned to take up to 5 years for completion of the project. Ascension expected to hire a minimum of 100 individuals for the following categories:

1. IT - 44
2. Finance, Human Resources, Supply Chain Management - 59

While Vice President, Recruitment at MediaCross, Inc., Connie Risby developed the strategy and wrote the RFP to win the project and she managed the program.

Poster

Solution

Individuals from both internal and external sources were recruited and hired for this initiative. The internal outreach was an essential part of the marketing strategy targeting internal employees from the various Health Ministries to work on this initiative. Target audiences included:

- ▶ Information technology
- ▶ Finance
- ▶ Human Resources
- ▶ Supply Chain Management

Our strategy to support *Symphony* recruitment for Ascension Health consisted of:

- ▶ Developing a compelling recruitment message to generate interest and motivate candidates to learn about *Symphony* job opportunities: *Lay the*

IT ALL COMES DOWN TO YOU

INFORMATION

INSIGHT

INNOVATION

YOUR TALENT
YOUR EXPERIENCE
YOUR COMMITMENT

LAY THE GROUNDWORK FOR THE
FUTURE OF ASCENSION HEALTH

Technical and business ERP opportunities in
Supply chain • Finance • Human resources • Information technology
Program management • Communications & change management
Learn how you can play a role at
YouAreSymphony.com/Current

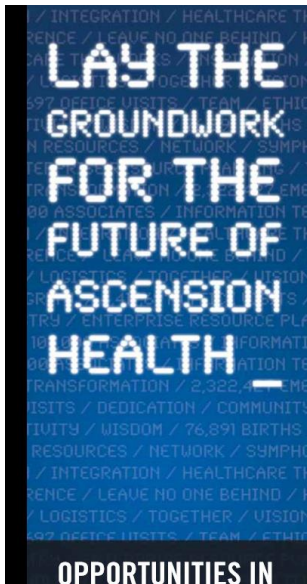
REFER A FRIEND BEFORE NOV. 30 AND EARN A GREAT BONUS
When you refer a friend who is hired to work with Symphony, you could earn up to a \$3,000 bonus!
Details at YouAreSymphony.com/Refer

ASCENSION HEALTH

Symphony
Information | People | Innovation

groundwork for the future of Ascension Health. It all comes down to you. Your Talent. Your Experience. Your Commitment.

- ▶ Creating a recruitment microsite that all candidates – internal and external – were directed to learn about *Symphony*, Ascension Health and the job opportunities available for this program.
- ▶ Marketing to internal mission services staff via e-mail blasts and developing an employee referral program to reward current employees for any new hires that they refer to the *Symphony* team.
- ▶ Targeting external candidates at both the St. Louis and national area level using a variety of outreach, social networking, and media lead generation tactics.



Print Ad

BENEFITS OF WORKING FOR ASCENSION HEALTH

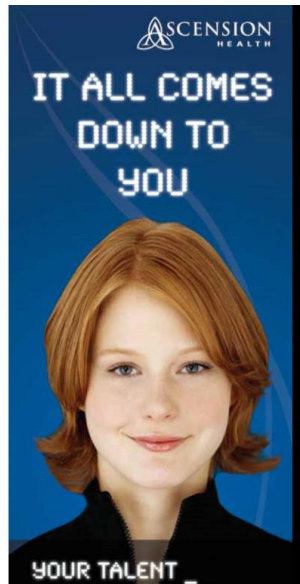
As part of Ascension Health's Symphony team, you'll generally work in St. Louis Monday through Thursday, and from home on Fridays. This schedule may evolve over time, and travel to hospitals and related facilities around the country will be necessary during implementation.

Symphony will come together in a collaborative environment that will celebrate and reward milestones and achievements. A team-based incentive plan will recognize the achievement of phases of development and implementation.

Benefits include:

- Senior leadership mentoring program
- Medical, dental and vision insurance
- Paid time off
- Retirement savings plan (403(b) with company match)
- Automatic Employer Contribution (AEC)
- Flexible spending accounts
- Life insurance
- Short and long-term disability
- Other voluntary benefits
- Employee Assistance Program
- Continuing education
- Wellness program

YouAreSymphony.com



Brochure

Solution

Hiring goals were met and exceeded with then the expected timeline.

