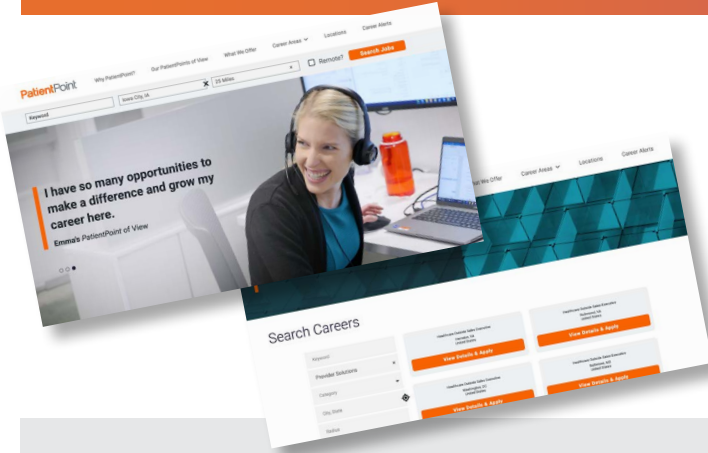


# IMPROVING THE CANDIDATE EXPERIENCE AND APPLICATION VOLUME AT PATIENTPOINT

A new employer brand, refreshed career site and smarter data tools led to a 79% increase in applications within the first month.



## CHALLENGE

PatientPoint's career site hadn't kept up with modern candidate expectations and lacked the data capabilities to measure recruiting success. Without reliable analytics or an optimized platform, the recruiting team struggled to attract and convert applicants efficiently.

## SOLUTION

NAS implemented a refreshed employer brand, rebuilt the career site, and launched the ACTIVATE® platform to streamline the candidate journey and deliver actionable insights.

1

Through discovery sessions with employees, NAS developed an employer brand grounded in authenticity and employee testimonials.

2

A redesigned, user-friendly career site helped attract better-qualified candidates, reducing manual recruiting effort.

3

The ACTIVATE® platform provided detailed tracking and analytics, allowing the team to optimize performance and make data-driven decisions.

## RESULTS

79%

increase in applications in the first month

Month 1:

2,981 applicants

12%

increase in applications in the second month

Month 2:

3,352 applicants