

Founded: 2009

Nonprofit Focus: Provides quality healthcare for all people in the Upper Great Lakes region of Michigan

Number of sites: 12 clinics in 10 locations

Serving more than 25,000 patients every year



It Worked at One Clinic. It Broke at Twelve.

Today, Upper Great Lakes Family Health has insight into every phase of recruiting, hiring, and onboarding across twelve clinics, through actionable dashboards and reports that give its team real-time visibility. Three years ago, none of that existed.

One Location Could Run on Memory. Ten Couldn't.

Founded in 2009, Upper Great Lakes Health Center started as the vision of Dr. Catherine Kroll: quality healthcare for all people in the Upper Great Lakes region. The organization scaled from a single location to 12 clinics in 10 locations across Michigan, serving more than 25,000 patients every year. The recruiting process built for one site was never rebuilt for ten.

What Still Ran on Paper

No applicant tracking platform integrated with the organization's accounting and payroll system. No defined workflow for recruiting approvals. New-hire paperwork still collected manually — adding friction for candidates and staff alike, clinic by clinic.

Process First, Then the Platform

Visibility HR worked from how hiring actually happened at Upper Great Lakes, not from a product demo. The approval process was defined and digitized — electronic signatures, review, and approvals in one workflow — cutting the time HR spends on paperwork.

Then came the platform: a shared database of applicants for every open role, built from a consolidated application process. Applications now arrive complete and high-quality, and that database has become a talent pool the organization draws on quickly when new openings arise.

What's Different Now

- High-quality, completed applications through an improved applicant experience
- One recruiting platform giving every clinic immediate, accurate, in-depth access to hiring activity
- A streamlined, single-click, multi-approver workflow for faster new-hire offer approvals
- A talent pool of qualified, engaged applicants, ready when new openings arise
- Dashboards and reports that surface hiring trends and where the process can improve
- Defined KPIs that show whether the organization is hitting its talent management goals

The lesson wasn't new software — it was that one clinic's process doesn't carry twelve. Strategy and process first. Platform second. Continual improvement third.

Ready to see what this looks like for your team?

The Talent Improvement Session is free, runs about 60 minutes, and is not a demo. It does not open with software. You pick one of three areas: recruiting, onboarding, or training management. Within 48 hours you get your Talent Improvement Plan: specific, actionable recommendations scored against the method's benchmarks. And nobody will chase you afterward.

[Schedule Your Talent Improvement Session →](#)

Visibility HR acts as an extension of your team, combining consulting, process engineering, and HR technology to improve recruiting, onboarding, and training across the full talent lifecycle.

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