

## **The Priory Group – Campaign Recruitment**

Founded in 1980, The Priory Group are a leading provider of behavioural care in the UK. They organise themselves into 4 divisions which, together, support the needs of more than 30,000 people every year.

They strive to make a real and lasting difference for everyone they support.

The Priory Group sought a recruitment partner with expertise in talent acquisition and candidate engagement with the ability to drive and deliver an online presence. They first approached Cohesion in 2014.

## Our Challenge

Prior to The Priory Group approaching Cohesion, recruitment advertising was entirely offline and hiring managers were spending much of their time pre-screening candidates before interview.

As a result, candidate quality was inconsistent and produced mixed results.

Healthcare Assistant and Nurse Recruitment needed a consistent recruitment strategy. The solution that Cohesion implemented was just that – delivering on hiring manager and candidate satisfaction, as well as improved conversions from application-to-hire.

## Our Solution

Cohesion work in close partnership with The Priory Group, in order to gain a true understanding of exactly who and what they need.

We were then able to design and execute a bespoke recruitment solution. Included in this is the implementation of a strategic talent acquisition programme, and stringent candidate engagement and assessment processes.

Screening candidates on an international basis, including applications from Romania, Ireland and South Africa, is a significant element of the overall solution.

Cohesion have transformed The Priory Group's recruitment, which has had a significant knock-on effect on their wider business.

## Results

- Over 600 HCA's, and over 100 nurses, were offered roles;
- A 90% attendance rate at interview was achieved;
- Of those who attended face-to-face interviews, 77% were offered a role;
- 21 days was the average time-to-hire;
- 75% of those interviewed internationally were offered a role;
- Meaningful Management Information was provided on a weekly basis, described by the client as being "worth its weight in gold";
- Our campaign with the Healthcare arm of The Priory Group has been so successful that our services have been referred to Craegmoor (part of the wider Priory Group).

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