



HOW ONE OF AMERICA'S LARGEST EMPLOYERS REVOLUTIONIZED ITS HIRING PROCESS

with Mastek's Salesforce-Based
"Provider Pre-Employment Made Easier" App

| BACKGROUND

Headquartered in Phoenix, Arizona, Banner Health is one of the largest nonprofit health care systems in the United States. The system owns 30 acute-care hospitals including three academic medical centers and other related health entities. Banner Health operates in six states: Arizona, California, Colorado, Nebraska, Nevada, and Wyoming.

| CHALLENGE

Banner Health believes that fully engaged employees are foundations to providing excellent patient care. The health care system is Arizona's largest private employer, Northern Colorado's third-largest employer, and among the top employers in the United States.

The nonprofit, always looking for ways to improve the experience of its patients and visitors, focused its sights on improving an essential aspect of its business, the recruitment process. With over 50,000 employees operating in 28 hospitals, it was time to retire outdated manual measures and make the hiring process easier for candidates, recruiters, and stakeholders.

To track candidates throughout the recruitment life cycle, the hiring team was using Excel spreadsheets, weekly in-person meetings, and a CRM with limited capabilities.

As a result, they lacked real-time data, visibility into process tracking and performance management, and sufficient reporting capabilities.

| SOLUTION/RESULTS

Banner Health hired Mastek, an award-winning CRM and marketing automation consulting provider, to guide the initiative and design a PPME app (Provider Pre-employment Made Easier) using the Salesforce platform. Mastek, which takes a customized and collaborative approach to each project, conducted a thorough discovery process to understand current procedures and goals to future-proof the implementation.

Pre-Employment Process Tracking Made Easy

Prior to working with Mastek, Banner Health had a lengthy and complex recruitment timeline. Practice managers submitted positions which were reviewed by committee. Once approved, the recruitment team sourced physicians and advanced practice providers (APP) with jobs posted on a multitude of third-party sites. Candidates applied online and went through interviews and site visits.

If selected, the next step was a pre-employment process followed by a start date within 30-60 days, process tracking and performance management, and sufficient reporting capabilities.



After the candidate applied, an email from a third-party site was sent to Banner Health with the resume and the applicant's information. The candidate data was then manually entered into an outdated CRM, which offered limited tracking and reporting features.

Each week, the recruitment team spent two to three hours reviewing and manually updating values row by row on the spreadsheet. It was impossible to track linear or synchronous steps, and keeping up with the most recent changes was a challenge. In addition, the recruitment and pre-employment teams fielded many calls from candidates looking for updates about the status of their applications.

To solve these challenges, Mastek built an online job board and candidate portal on the Salesforce platform. Instead of relying solely on third-party recruiting sites, candidates are now encouraged to utilize the public-facing job board that is part of the PPME process.

Candidates can sort opportunities by profession, location, specialty, practice type, visa requirements, and more.

A stakeholder portal was also created where hospital practice managers can request positions and have a 360-degree view of the approval process, which reduces call volume for the recruitment teams.

Milestone-Based Process Flows Streamline Recruiting Efforts

Central to the recruitment project was the Provider Pre-employment Made Easier app, which was designed and developed within Salesforce by Mastek.

PPME helps guide the hiring process from sourcing to recruitment to pre-employment.

PPME is a chevron-based process where an application flows through six different phases. Within each phase, there are individual steps which must be completed in order to move to the next stage. Milestones are dependent upon one another either in a single phase or multiple phases.

Additional layers were included which configure the flow of milestones based on the provider type or organization level.

The Banner Health team is thrilled with the ability to track linear and consecutive processes. Configured dashboards provide full visibility along with the ability to zoom in on any single aspect of the hiring funnel. The improvements and real-time reporting data result in informed decision-making at the executive level. Greater transparency reveals any procedural or operational gaps, which means focus can be shifted to areas of need, saving valuable time and resources.

The PPME process has provided clarity and streamlined efforts for all involved—the candidate, the recruiting team, and the stakeholders. It was so successful that Banner Health has decided to use the highly configurable PPME business strategy to create important milestones in other areas of the organization.



| CHALLENGES

- Unwieldy recruitment process, reliance on third-party sites
- Lack of visibility into process tracking
- Manual procedures hindered performance management
- Limited reporting capabilities

| VALUE CREATED

- 360-degree view into hiring timeline
- Advanced reporting capabilities and real-time dashboards
- Adaptable and configurable

| SOLUTIONS

- Custom designed PPME app on the Salesforce platform
- Stakeholder portal
- Candidate portal
- Easy-to-use job board on company website

| ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/ Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website www.mastek.com.