

Case Study:

RPO in Healthcare Staffing Saves over \$550K/Quarter

Trustaff & PSG
Global
Solutions





Client Profile

Trustaff, est. 2002, is a healthcare staffing provider headquartered in Cincinnati OH. The company's workforce exceeds 2,000 dedicated professionals, specializing in the rapid + accurate sourcing, screening, credentialing, and onboarding of workers in the healthcare sector.

Offering staffing solutions with specialties in:

- **Travel Nursing**
- **Contract**
- **Per-Diem**
- **Direct Hire**



Footprint

With annual revenue of around \$335 million, Trustaff's expertise and commitment to exceptional staffing services achieved recognition on multiple SIA ranked lists from 2015-2023:

- **Largest Staffing Firms**
- **Largest Travel Nurse Staffing Firms**
- **Largest Allied Staffing Firms**

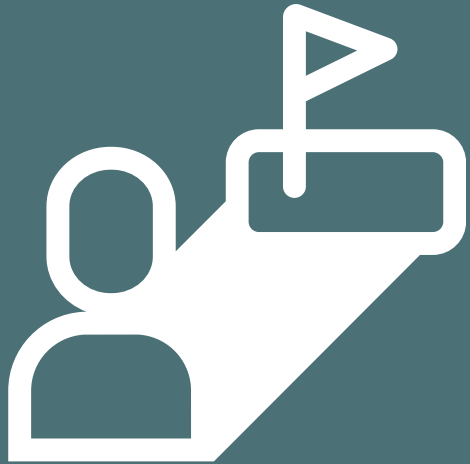
How The Partnership Began

With the emergence of the global pandemic, Trustaff faced unprecedented demand — needing to scale their hiring efforts rapidly while maintaining quality amidst challenging circumstances.

Recognizing the complexity of the situation, Trustaff decided that partnering with an RPO team with extensive experience in the healthcare sector was the best way forward.

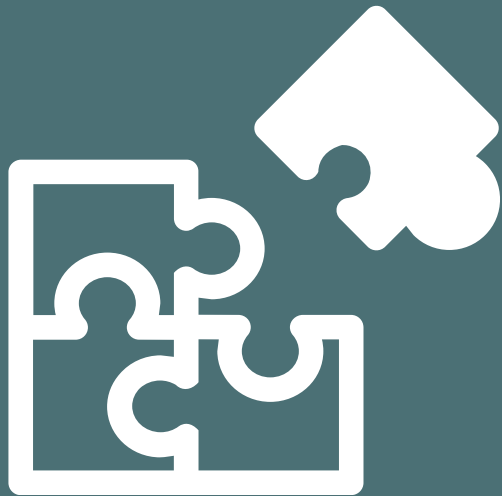
After careful consideration, they chose **PSG Global Solutions** as a partner due to PSG's track record of success with sister company **Fastaff**, and the recognition they received from SIA, specifically their 5 consecutive awards from ClearlyRated in the Best of RPO category.





Business Challenge

- **Surge in Demand:** The healthcare industry experienced a surge in demand in 2021-2023, leading to an increased need for qualified healthcare professionals.
- **Scalability:** Truststaff had to swiftly ramp up their hiring efforts to meet demand, necessitating a streamlined and cost-efficient recruitment process. Without assurances demand would remain consistent, they needed the flexibility to scale up — or scale back — without incurring additional costs from their solution provider.
- **Maintaining Quality:** Truststaff's commitment to providing high-quality healthcare professionals without compromising SLAs became increasingly challenging amidst the rapid scaling efforts.



Steps to Success

- **Assembling a Dedicated Team:** Leveraging company data and insights from Truststaff, PSG quickly assembled a team of experienced healthcare recruitment professionals by carefully selecting from the 4,000+ personnel available. PSG was able to seamlessly integrate with Truststaff's in-house recruiters after a brief training on the in-house tools and processes for sourcing and screening candidates.
- **Tech-Forward Sourcing and Screening:** Utilizing a partial-cycle RPO framework and ACE (Automated Candidate Engagement), PSG took charge of sourcing and screening candidates, automatically ranking them by qualifications, availability, and interest level; TruStaff's in-house recruiters were able to circumvent the most time-consuming tasks of the recruiting process.
- **Warm-Transfers:** Once PSG team sourced the most qualified, interested, and available candidates — they were connected to in-house Truststaff recruiters via warm-transfer over phone or virtual call — assuring a seamless candidate experience.
- **Utilizing Compass:** PSG utilized Compass, a proprietary tracking tool to actively track sourcing & screening KPIs in real-time, find issues, address bottlenecks, and effectively lowering average time-to-hire and cost-per-hire on a day-to-day basis.

Key Actions Implemented

The PSG team's extensive healthcare expertise ensured that training requirements were light — only needing to learn the specifics of navigating TruStaff's process — resulting in a quick deployment and a seamless integration between TruStaff and PSG.

With specialists from PSG managing the sourcing and screening process entirely, TruStaff's In-House team was able to dedicate their skillsets exclusively to the later, more skill-oriented tasks of recruitment. The increase in focus on high-converting leads by in-house recruiters directly benefitted hires per person and lowered average time-to-hire.

PSG technologies, **ACE** (Automated Candidate Engagement) and **Compass**, streamlined and accelerated the recruitment process.

ACE automatically connected and engaged qualified candidates to set up interviews in a fraction of the time that manual candidate engagement allows.

PSG's proprietary performance management platform **Compass** tracked and monitored key recruiting KPIs such as time-to-fill, candidate quality, and cost per hire, providing real-time insights for quick decision-making.

By analyzing recruitment metrics and performance indicators, PSG proactively identified areas of improvement and implemented targeted solutions, resulting in enhanced efficiency, reduced time-to-hire, improved candidate quality, and optimized recruitment costs.



Results + Benefits



Truststaff and PSG agreed on a quarterly ROI goal of **\$168,522**



Thanks to a seamless integration of the partial-cycle RPO plan and PSG's advanced tech, Truststaff achieved a quarterly ROI of **\$583,350**



For every dollar spent on partnership with PSG, Truststaff made \$13.84, achieving a 13.84X Gross Profit Margin



Summary

By partnering with PSG for a partial-cycle RPO solution, Trustaff achieved exceptional results, exceeding their quarterly ROI goal by a 13.84 multiple. This outstanding outcome demonstrates the effectiveness of the solution. Trustaff efficiently scaled their hiring efforts while ensuring high-quality healthcare staffing that meets market demands without adding to in-house headcount.

By building strong connections between recruiters from both organizations can effectively understand the specific criteria and preferences of each other's clients and candidates. This mutual understanding fosters better candidate satisfaction, as the transfer of candidates between PSG and Trustaff recruiters can be executed smoothly and seamlessly.

The flexibility and effectiveness of PSG's team were instrumental in achieving success. Their ability to adapt to changing circumstances, such as adjusting recruitment criteria or shifting candidate priorities, ensured that the needs of both clients and candidates were consistently met.

This agility allowed Trustaff to quickly respond to evolving market demands and secure highly qualified candidates. By efficiently navigating challenges and providing tailored solutions, PSG's team played a crucial role in driving successful outcomes and establishing Trustaff's future as a trusted provider in the industry.





Thank you!