

VIRTUAL HIRING EVENT

# AdventHealth Builds a strong employer brand

Based in Altamonte Springs, Florida, AdventHealth has more than 65,000+ team members throughout 50+ hospitals and hundreds of care sites throughout 9 states. Even with their huge footprint, AdventHealth is still committed to treating each candidate with the highest level of engagement no matter where they are in the hiring process or where they are located. That's why AdventHealth turned to Brazen.

## **Better connections with Brazen's chatbot solution**

AdventHealth didn't want to be seen as another company with an impersonal application process where employers have little interaction with job seekers as they apply and where job seekers have no window into the process.

Instead, they want to create an amazing candidate experience where candidates can easily get what they want, when they want it. That's why AdventHealth first engaged with Brazen. They started using Brazen's chatbot that can answer candidates' questions 24/7, no recruiter needed. The chatbot lives on the career site and once a job seeker comes to the site, the chatbot or Virtual Concierge is waiting to answer any questions that may arise. And once the job seeker engages the chatbot, the conversation occurs right then and there. No navigating and searching all over the site for the answers. It's a great user experience. "From a branding perspective, it looks like we're an organization that's willing to connect and engage," Davion Walker, their Senior Events Strategist, tells us.

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But this was just the start. AdventHealth wanted to do more to create a best-in-class candidate experience. So they leaned into Brazen even more.

### **A quest for more RN applicants**

AdventHealth saw another area to improve in their recruitment process: turnout at their quarterly in-person RN hiring events. Previously, the events required candidates to travel to a physical location and attend a session for three hours in the middle of the workday. That can be a big ask for candidates who already hold nursing jobs where it is difficult to take time off and typically have demanding schedules both during and after work. AdventHealth wondered how many great candidates they were missing out on just because the candidates weren't able to attend those in-person events on the specific dates.

So they decided to go virtual with their events instead. When AdventHealth switched to holding these events virtually through

Brazen, they saw an immediate increase in attendance. Since the events were virtual, AdventHealth could offer candidates options to engage at different times throughout the day and throughout the month – as opposed to one specific date and time.

“This new model offered much more flexibility for candidates. It allowed us to cast a wider net as many of the barriers to applying were removed,” Davion explains. AdventHealth saw an increase in turnout, and a decrease in costs. Win-win!

### **Always engaging**

Even in the face of changing hiring needs during COVID-19, AdventHealth has stayed committed to staying engaged with candidates. They know that this is a huge competitive advantage for them and that even if they don't bring on a candidate today, they can leave a lasting impression with candidates that will pay off tomorrow.

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To do this, AdventHealth used Brazen's virtual event platform to host professional development workshops with job seekers where their recruiters would review candidates' resumes and provide feedback and advise them on interviewing best practices. It is a great way to build meaningful connections during a period of time when there is so much disruption and a lot of pain.

"The people who have been let go or furloughed are looking to connect," Davion notes. "Organizations are part of a community, and this is something our organization could do to support our community."

A big part of AdventHealth is their ability to attract top candidates through personal touches, and Brazen is proud to play a role in that endeavor.

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