CASE STUDY

Recruiting for NY State's Covid-19 Contact Tracing Program

An Unprecedented Challenge

In April 2020, New York State established the NYS Contact Tracing Program, a historic effort to slow the spread of Covid-19. LevelUP provided a comprehensive and streamlined RPO solution to quickly engage with a backlog of over 50,000 applicants and provide scaling resources as needed.

PILOT PROGRAM
The NYS Program was the first contact tracing solution to ever be implemented.

HIGH VOLUME
LevelUP managed a backlog of applicants, which were coming in by the thousands daily.

CRITICAL TIMING
Our team had to ramp-up recruitment efforts under extreme time constraints.

LevelUP provided a diverse and multi-lingual team - very quickly scaling up and down as needs dictated. They have been energetic, engaged, and worked relentlessly around the clock to ensure hiring goals were met.

PROGRAM RECRUITING LEAD

We have been able to bring together very disparate stakeholders, such as 57 local health departments and very local and statewide groups, to build a very complex program in very little time. Most importantly, the program is working, and contacts are being reached and safely quarantining and preventing the spread of COVID in their communities.

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