

## Business Impact

10%-20% increase in completed applications

50% decrease in application time for candidates

25% decrease in time to completion and approval of applications

# CASE STUDY

## Barton Health: Recruiting Assessment and Remediation

*The services described in this case study were performed by Hula Partners, now GP Strategies Corporation.*

### Situation

Barton Health is a non-profit healthcare system located and serving the South Lake Tahoe area, its surrounding communities, and its visitors. Their medical providers and staff are dedicated to delivering safe, high-quality care and engaging the community in the improvement of health and wellness.

Barton Health's vision is to be the community health leader known for compassion and chosen for quality. Barton Health was faced with an outdated Recruiting environment. The organization was growing and processes needed to be reevaluated and updated to ensure optimal use of the software and maximum return on investment. GP Strategies did a full assessment of Barton Health's current environment and recommended updates and functionality suggestions that fit their needs. After a collaborative discussion, a solution was agreed upon and a full remediation took place.

- Providing optimized solutions for **recruiting** and **onboarding processes**.

### The Challenge

Barton Health was facing a renewal of their Onboarding licenses. Before committing to another year with Onboarding, they wanted to address the outdated Recruiting environment so that their processes would be aligned across the organization for the greatest ROI. Barton was also facing challenges around administrative access, including making simple changes such as adding fields to restrictions around adding forms to the system. The goals were to eliminate paper usage, avoid manual entry, and improve engagement with employees and physicians with enhanced automated processes.

## GP Strategies Solution

GP Strategies worked directly with the Barton administration team in a series of targeted discovery workshops to clearly understand the existing processes and to define business requirements. GP Strategies' experienced and certified Recruiting resources completed an extensive design, build, and testing process as well as updated all documentation and configuration workbooks to match the new environment. Once the final changes were approved, a full knowledge transfer session was completed to ensure long-term system self-sustainability.

## Business Impact

Barton Health's old processes required candidates to fill out 10 pages of information before completing a submission. Now, they have reduced application time by 50% and time to complete and approve a requisition by 25%. Because of this, Barton is projected to experience a 10% to 20% uptick in completed applications, which will result in higher quality candidates and a more streamlined process for recruiting. In all, an average of 500 hours a year have been returned to the business from recruiting-related activities.

"After realizing that our system needed to be brought up to date...we reached out to [GP Strategies] for support. They did a full assessment of our current environment and recommend a fully optimized solution for us...Now, our processes are running better than ever based on the updates and support that [GP Strategies] has continued to provide post-implementation, and we are now on solid footing for future growth!"

—Gia Schrauben  
Senior Recruiter

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## About GP Strategies

GP Strategies is a leading workforce transformation partner—one of the few truly dedicated global providers in the marketplace providing custom solutions. We believe our transformation focus, when paired with deep listening, a customer-centric approach, and innovative expertise, enables our clients to routinely achieve superior business and operational results from our evidence-driven and technology agnostic recommendations.

Whether your business success requires a change in employee performance and mindsets, learning technologies, or critical processes, GP Strategies is the transformation partner you can trust.

GP Strategies World Headquarters  
70 Corporate Center  
11000 Broken Land Parkway, Suite 300  
Columbia, MD 21044 USA



[gpstrategies.com](http://gpstrategies.com)  
1.888.843.4784  
[info@gpstrategies.com](mailto:info@gpstrategies.com)

