How SSM Health Implemented Phenom in 5 Weeks With Falcon Rapid Delivery Model

SSM Health

phenom

The Challenge

Headquartered in St. Louis, **SSM Health** operates hundreds of care delivery sites, serving communities throughout Missouri, Illinois, Oklahoma, and Wisconsin.

But to compete in a challenging talent landscape, they needed to streamline the candidate experience and bring more efficiency and insight to recruiters so they could forge more productive relationships with best-fit candidates. More specifically, they wanted to:

→ Increase applicant flow in the RN space by 15%

→ Implement an employer brand that candidates recognize and respect

→ Provide recruiters with a technology platform to engage candidates at the prospect or lead level, rather than waiting for them to become candidates

Additional top goals on their to-do list included:

→ Fix broken integrations to their ATS

→ Provide job seekers with a quick apply option to reduce drop off

→ Update their career site with built-in CMS capabilities

→ Understanding the recruitment marketing ROI

"Our technology stack was robust, but it had its limitations. It wasn't available to all recruiters, lacked integration with our ATS, and didn't optimize Google SEO search options," recalled SSM Health's Teri Cayler, Vice President of Field & Ministry Talent Acquisition.

The Solution

Seeking an all-inclusive provider that could offer a hyper-personalized Career Site, CMS, Talent CRM, and quick apply option that would fully integrate with their Workday ATS, the team chose the Phenom **Intelligent Talent Experience** platform.

A huge advantage? The ability to implement their new technology in a fraction of the time it takes other providers. In fact, to meet critical staffing needs on the horizon, SSM Health set the ambitious timeline of **just 60 days** to launch a completely overhauled talent experience.

Through **Phenom HRIS Experience** and Falcon delivery model — and concerted collaboration among teams — the possibility became a reality with the help of self-service tools, out-of-the-box templates, and a no-code interface that eases third-party data exchange, reduces reliance on developers, and empowers non-technical teams to work at a much faster pace.

The Delivery

How exactly did Phenom and SSM Health pull off this lightning-fast implementation?

At the core was Falcon, a delivery model developed to reduce decision fatigue and focus project teams on building and adopting Phenom's core functionality first. Using an iterative methodology, Phenom's highly configurable platform then allows teams to continuously improve the user experience over time as adoption of the platform increases.

At the end of the rapid implementation cycle, which typically ranges between 4-6 weeks based on customer resources, companies have access to the following Phenom products:

Talent CRM with campaigning, sourcing, hiring tools

Career Site and **CMS**

Talent Analytics

Service Hub for user management

"We recognize our customers' excitement to transform their HR strategies and processes with immediacy so they don't lose market opportunity," said Saumil Gandhi, SVP of One Global Delivery at Phenom. "This critical need is not lost on Phenom. We have the resources, drive, and spirit of partnership to invest deeply in rapid delivery services like Falcon to bring work-altering products to companies faster."

While the technologically advanced solutions that define HRIS Experience were essential for SSM Health's implementation, team and partner alignment were also crucial. Clear goals and roles were set and agreed upon every step of the way — including which components *didn't* need to be fast-tracked for SSM Health to start accomplishing their goals.

Also pivotal to success was the fact that SSM Health had the IT team members and resources required to meet the demand of an intense weeks-long project commitment.

"Having the technical teams in place and resources available was absolutely critical to the project's success," said Cayler. "We knew we had to be able to 'catch' what Phenom would give us. If not, it would be much more challenging. It really had to be a partnership."

SSM Health Project Timeline

Week 0
Provision all products purchased by customer

Week 1
Provide access to CRM for core project team

Week 2
Provide access to career site and CMS for core project team

Week 3
Build out all career site widgets, configurations, and chatbot

Week 4
Set up CRM fully with all relevant jobs, candidates, and configurations

Week 5
Complete launch activity for go-live

"We have the resources, drive, and spirit of partnership to invest deeply in rapid delivery services like Falcon to bring work-altering products to companies faster."

Saumil Gandhi
SVP, One Global Delivery
Phenom

The Results

Just 6 weeks after signing with Phenom, SSM Health launched its all-new career site with near immediate ROI including:

- 10-15% higher applicant volume
- 5,000+ chatbot leads
- 10x more CRM contacts than generated by recruiters alone

With full implementation now complete, Cayler continues to see dramatic results — especially from the seamless experience Phenom's Hosted Apply offers. "Hands down, Phenom's quick apply option has been a game changer for us," said Cayler. "Looking at before-and-after stats, the difference is 400% on leads and 292% on job leads," she reported, which has translated to impactful increases in both applications and hires across nursing and non-nursing roles.

Increased Visibility

Not only is the application process much more convenient for job applicants, but it also benefits recruiters by instantly capturing candidate information and funneling it into the CRM for full visibility and tracking with Talent Analytics. "We lacked visibility to candidates' information unless they completed our entire application. Today, recruiters are engaging with only name, email, and phone. This is *a great step forward* for our organization!"

AI insights and analytics from their **Phenom Chatbot** are also proving valuable to their recruitment strategy. "It's saving our recruiters time so they can do what they do best — create meaningful relationships with quality candidates who we can hire quicker and more efficiently.

More Personalized Content

Meanwhile, on-the-fly career site personalization, possible through Phenom's AI and intuitive CMS, allows SSM Health to showcase dynamic, relevant content to site visitors. "Every time a candidate returns to the career site, we can serve them personalized jobs," explained Cayler. "This is key to engagement, especially among graduate nurses."

To follow up with these candidates in a very intentional way, their recruitment marketing team leverages the CRM, **Phenom Campaigns** and **SMS** to build out segmented campaigns. "Now that we're able to implement drip email and text marketing campaigns, we're engaging with candidates faster," Cayler said. "We're using the platform to make offers to candidates within minutes after the interview process which is a great benefit considering the tight market."

In addition to candidate communication, the team is automating personalized sends to their school contacts and new hires for added efficiency.

"We're using the platform to make offers to candidates within minutes after the interview process, which is a great benefit considering the tight market."

Teri Cayler
Vice President of Field & Ministry Talent Acquisition

What SSM Health Is Achieving With Phenom

"By empowering our recruiters to reach candidates faster, we're hiring more expediently, efficiently, and moving to a proactive lead generation organization rather than being a reactive organization."

Teri Cayler
Vice President of Field & Ministry Talent Acquisition

SSMHealth.

↑69%

Increase YOY RN hires

↑27%

Increase YOY Non-RN Hires

↑50%

Increase YOY Future Hires in Campus Recruiting Graduate Nursing Program

↑**17% YOY increase in RN applications per day**

42 RN applications per day with Phenom Hosted Apply

↑**18% YOY increase in average applications per day**

419 applications per day with Phenom Hosted Apply

SSM Health is a Catholic, not-for-profit health system serving the comprehensive health needs of communities across the Midwest through a robust and fully integrated health care delivery system. The organization's 40,000 team members and more than 12,800 providers are committed to providing exceptional health care services and revealing God's healing presence to everyone they serve.

With care delivery sites in Southern Illinois, the Greater St. Louis Metropolitan Area, Mid-Missouri, Oklahoma, and South Central Wisconsin, SSM Health includes 23 hospitals, more than 300 physician offices and other outpatient and virtual care services, 13 post-acute facilities, comprehensive home care and hospice services, a pharmacy benefit company, a health insurance company and an accountable care organization. It is one of the largest employers in every community it serves.

Industry	Healthcare
Career site	jobs.ssmhealth.com
Headquarters	St. Louis, MO
Employees	40,000+
ATS	Workday

See the
Phenom Intelligent Talent Experience platform in action

Book a demo

Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.

Helping a billion people
find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

phenom