



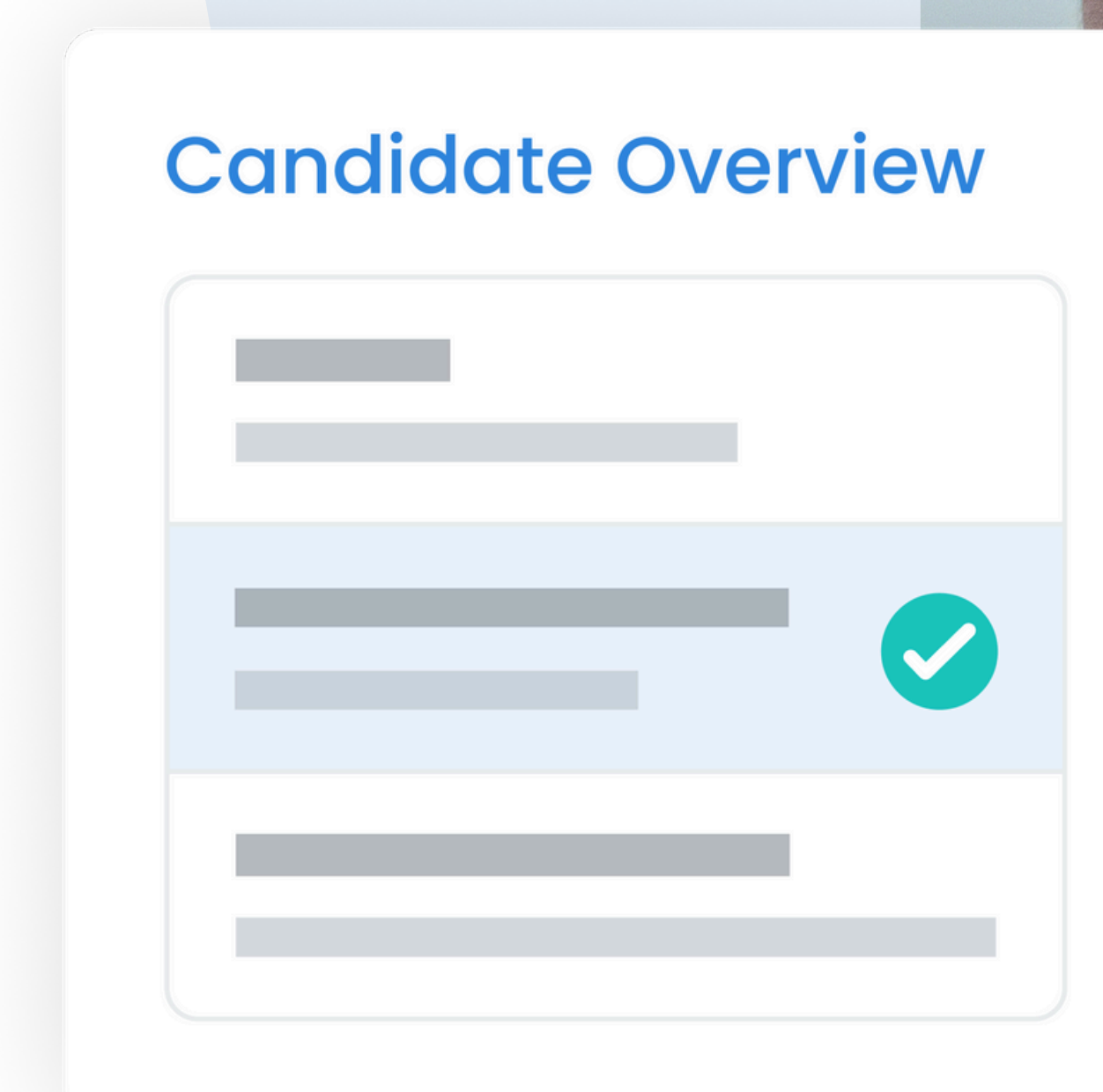
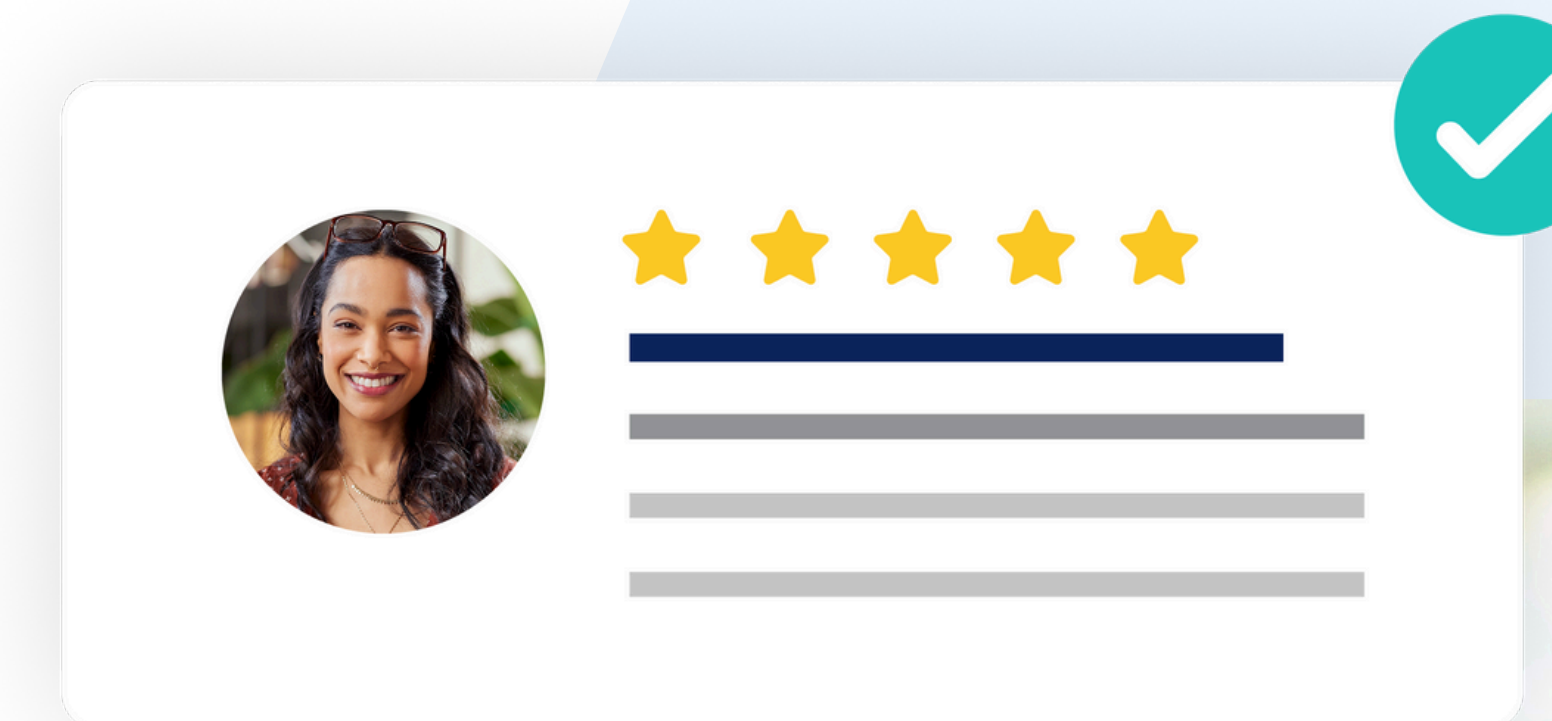
VRNS doubles job posts while cutting job advertising budget in half with JobTarget

Their Story

Visiting Rehab and Nursing Services (VRNS) is a leading home health agency offering physical, occupational, and speech therapy, as well as nursing. Their mission remains focused on empowering patients through compassionate, individualized care – ensuring they live safely and independently at home.

With a small HR team supporting over 100 employees, VRNS desired a recruitment solution that would address the difficulty they were having drawing visibility to their job posts, finding viable candidates, and delivering better job post management across their team. To address these challenges, VRNS leveraged Programmatic 360 which includes **Programmatic+**, **Sourcer**, **JobTarget Intelligence**, and **Compensation Analyzer**, as well as **Media Services**.

By leveraging these solutions, VRNS was able to utilize JobTarget's centralized recruitment platform to manage all of their job ads and optimize their job advertisement campaigns to both reach a wider audience and attract more qualified candidates. This support helped them dramatically increase their influx of viable candidates. **This resulted in being able to run more job ads and cut their job advertisement budget in half.**



Top Challenges

- Low visibility on job posts
- Spending too much budget on job ads across one site
- Low quality candidates

Solution

Programmatic 360 enhanced VRNS’ recruitment capabilities by optimizing their spend on sponsored job advertisements to only post on job boards that brought in the best candidates. Now, VRNS can access one centralized view of job ad campaigns and has decreased their budget with higher quality candidates.

Results



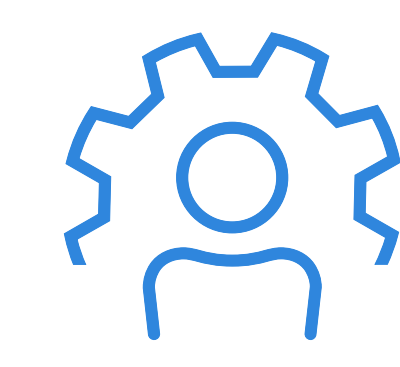
Doubled amount of job advertisements per month

After implementing JobTarget, VRNS was able to run double the amount of job advertisements by posting to our marketplace of diversified sites.



Cut budget in half

VRNS decreased their budget by half by refocusing their strategy on the job boards that brought in the best quality candidates.



Improved recruitment experience across HR team

VRNS centralized their recruitment efforts by integrating JobTarget with their ATS, creating one internal source of truth for their entire hiring function.



// We have significantly decreased our overall budget while increasing our overall number of recs and viable candidates. Post management is also very easy to track.”



Lisa Dilorio

Talent Acquisition Manager,
Visiting Rehab and Nursing Services

About

Visiting Rehab and Nursing Services (VRNS) is a leading home health agency offering physical, occupational, and speech therapy, as well as nursing.

Industry	Company Size	Customer Since
Healthcare	140+	2022
ATS	Products	
Paylocity	Programmatic 360, Media Services	