

Recruitment And Onboarding Doesn't Have To Be A Challenge

How Crossroads Medical Streamlined The Process, Increased Productivity and Reduced Costs

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Situation

Crossroads Medical Management Inc., headquartered in Perry, Ga., owns and/or manages seven skilled nursing / senior living communities across the state. The company's operations manager and chief human resources officer oversees eight locations, in addition to Crossroads Medical Management's corporate headquarters, and 900 employees - a daunting responsibility given the transient nature of entry-level employees at senior living communities.

To make the challenging task of hiring, onboarding, training, and certifying staff members even more difficult, Crossroads Medical completed these responsibilities using paper files, excel spreadsheets and in-person signatures and validation. The volume of paperwork was immense, especially when creating compliance reports and tracking history and dedicating time to applicant tracking and onboarding.



The managers at each of the communities were spending so much time on hiring, recruitment and reporting, they were not able to focus on things like employee engagement, training and inclusion, as well as resident engagement and activities. Open enrollment was an especially difficult time for Crossroads Management as the additional paperwork caused an extraordinary amount of overtime, which accelerated burnout among managers and negatively impacted company expenses.

Solution

Crossroads Medical began using HR Next Direct's onboarding and applicant tracking features as a test in one community for 30 days. At the end of the 30 days, they were so impressed with the ease of use and increase in productivity, Crossroads Medical implemented the system at all nine locations and began using additional features within the system - including:

- Certification tracking
- Reporting
- Employee self-serve
- Background screening
- Message boards - for announcements
- E-signature for new policies and procedures

Results

Implementing HR Next Direct has helped Crossroads Management increase productivity by 50% - and was particularly impactful while hiring staff during the COVID-19 pandemic. The applicant tracking and background screening has helped to eliminate time spent on unqualified candidates and has increased the hiring rate while alleviating the bottleneck that had been created by traditional paper applications and screening. When it came time to onboard new staff members, they were ready to begin working immediately.

The message board and e-signature were invaluable during the early stages of the pandemic for making announcements and obtaining signatures from employees regarding new policies and protocols outlined by the CDC and Crossroads Medical.

“We couldn't imagine what it would have been like for us during the pandemic if we didn't have many of the features provided by HR Next Direct. The platform has helped us streamline processes, increase productivity and reduce costs. The mobile alert feature has allowed me to spend time with family, while trying to balance work and life during the pandemic.”

Nicole O'Dell,
Operations Manager and
Chief Human Resources
Officer at Crossroads
Medical Management, Inc.