



# BrightStar Care Ramps Recruitment Through Onsite Career Fairs

## Background

BrightStar Care of Maryland provides full service adult and elder home care, child care services, and medical staffing for individuals, families, and healthcare facilities near Anne Arundel County and Easton.

## Challenge




The owner operates in multiple territories and recruiting throughout each poses different challenges. Although there is a bigger talent pool in Anne Arundel County, compared to the Easton market, it is time consuming to weed through applicants. In Easton, there is a shortage of qualified candidates and it is extremely difficult for the office to meet recruitment demands.

## Solution




myCNAjobs partnered with the BrightStar Care internal team to build and promote two career fair events; one in each location. For Anne Arundel County, the focus was on driving volume to save the internal team time. For Easton, the myCNAjobs recruitment strategist devised a special plan to build a strong invitation, highlighting the key benefits of working for BrightStar Care. Both events were promoted via online channels, local community promotions, and via the myCNAjobs recruitment team. When a caregiver or CNA visited **myCNAjobs.com**, the recruitment team reached out in near real-time to promote the event and enticed candidates to attend.

## Result

### Anne Arundel County Career Fair

-  Attendees: 40
-  Hires: 10
-  Cost Per Hire: 73% lower than industry average of \$330/hire\* (Career Fair CPH = \$90)

### Easton Career Fair

-  Attendees: 20
-  Hires: 6
-  Cost Per Hire: 55% lower than industry average of \$330/hire\* (Career Fair CPH = \$150)