

# ELESERV CASE STUDY

HCA HEALTHCARE USED BEHAVIORAL  
ASSESSMENTS TO REDUCE RECRUITING AND  
HIRING COSTS BY OVER \$500K



This case study shows how behavioral assessments can be used **by organizations of all sizes** to improve confidence in hiring decisions, reduce hiring costs and identify skills gaps for training.

## THE SITUATION

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HCA Healthcare decided to implement a behavioral assessment program to help managers identify the best candidates for three nursing training programs in six different facilities.

- Labor & Delivery Nurse
- Emergency Room Nurse
- Operating Room Nurse

The company evaluated several companies and chose eleserv because it offered the best solution to help them reduce recruiting and hiring costs and improve nurse retention rates.

## THE SOLUTION

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They assessed 200 candidates during a two-year period and hired 53 new nurses. All applicants completed a behavioral assessment that evaluated their cognitive behaviors and interests. Then management used an initial profile to compare the candidates with the requirements for each nursing program and assigned them to a program based on the needs for each location.

During the program, candidates were measured on their ability to keep up with the demands of the position, how they assimilated into the culture and environment, patient reviews and management feedback on the quality of their work.

Candidates who completed one of the 12-week training programs were rated as exceeding performance expectations, demonstrating good performance or as low performers.

# THE OUTCOME

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By using the behavioral assessment and performance review data, HCA Healthcare developed the following key attributes that correlated with success for each program.



## Emergency Room Nurse

- Verbal Reasoning
- Independence
- Conformity
- People Service
- Accommodation
- Financial/Admin



## Operating Room Nurse

- Verbal Skill
- People Service
- Pace
- Creative



## Labor & Delivery Nurse

- Learning Agility
- Sociability
- Verbal Skill
- Conformity
- Pace
- Accommodation

Managers also noted that candidates who received poor performance ratings exhibited the following three common attributes, which ultimately led to their exit from the program in less than a year.

- Low independence
- Low pace
- Low decisiveness

# RESULTS

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During the two-year period, 16 of the 69 nurses left the program – 5 less than the same period during prior years.



The hospital reduced recruiting and hiring costs by \$535,000.

Using eleserv's behavioral assessments also helped HCA Healthcare create a candidate profile that it can use to identify top candidates more easily to increase the success rate and reduce attrition for each of its nursing training programs.



# ABOUT ELESERV

Based in Waco, TX, eleserv is a group of talented management and service professionals that help organizations maximize growth by helping them hire the right people and developing them to their full potential. They have assembled a wide variety of assessment tools that help organizations with hiring, employee development, leadership development, and customer service training. Our goal at eleserv is to help our clients achieve a strong ROI from their people assets all while providing a world class customer service experience.

With over 100 years of cumulative experience in the Talent Management industry, eleserv has worked with clients of all sizes including Elkay Manufacturing, Sitel, Home Instead Senior Care, Tectonic Group, Kiwi Partners, and Morgan, Lewis & Bockius among others. With a laser focus on customer service and a wide variety of skills test and behavioral assessment solutions, combined with a wealth of knowledge, eleserve can help you with most of your Talent Management needs.

## WHY OUR CLIENTS CHOSE ELESERV OVER OTHER VENDORS?

- World Class Customer Service
- Dedicated Account Managers that will help your organization through every phase of implementation but also stays with your organization even after implementation is over.
- Simulation tests for the most common software packages including all the MS Office titles.
- Solid Science
- Multiple pricing options for any budget
- Updated content
- Perfect track record of legal compliance.

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