

better insights.

Case study
Calvary Health Care ACT



wavelength

INTERNATIONAL MEDICAL RECRUITMENT SPECIALISTS

The best people, better positioned for the best positions.

Scenario

Calvary Health Care ACT engaged Wavelength International as an exclusive recruitment partner to recruit a number of Emergency Medicine specialists and registrars. Ideally seeking FACEM qualified candidates or FACEM trainees they were willing to consider international doctors who were willing to relocate permanently to Canberra.

Calvary had been attempting to source these positions for some time and had faced a number of challenges in attracting candidates to the roles. Emergency Medicine specialists and registrars were, and still are, in high demand in Australia with many facilities across the country having similar vacancies. The requirement for a high number of doctors can be a double-edged sword in that it creates an exciting opportunity to join a new and fresh team, but it can also create the impression that there are inherent issues with the department which have impacted staffing.

The requirement for a high number of specialists and registrars meant that a significant investment needed to be put in to a campaign to attract as many candidates as possible from which to select.

Strategy

Wavelength executed an advertised retained strategy for this assignment. The strategy combined a multi-faceted advertising campaign to attract doctors, both in Australia and overseas, to the opportunity and region with a dedicated and comprehensive recruitment process.

The strategy had three distinct stages:

- 1. Stage One** – identify as many eligible applicants as possible through market mapping, advertising, search techniques and online optimisation

The depth of our database meant that we are able to communicate with a large global network of Emergency Medicine specialists and Registrars already known to us. We were also able to network with important and respected figures in the Australasian Emergency Medicine community to benefit from their knowledge of practitioners in the field and their extended referral network. At the same time a co-ordinated and consistent print and online advertising strategy was executed in Australia, Canada and the UK.

- 2. Stage Two** – present them with an attractive and compelling case for considering the role and location as a viable, long-term career option, through a webinar and other marketing collateral

We ran a multi-media campaign to create the most compelling possible case for interested doctors to consider the opportunity and location. This centred around a 30 minute client-tailored webinar which showcased the department, the role and the location and featured interviews with the Head of Department and Director of Medical Services.

- 3. Stage Three** – manage the recruitment, regulatory and migration process in a timely and professional manner to conclusion

Our dedicated team of recruitment consultants, regulatory consultants and MARA registered Migration Agents ensured the delivery of a comprehensive and tailored process.

Outcome

Through search and advertising Wavelength identified over 60 Emergency Medicine specialists and Registrars. As a result of the recruitment process 5 FACEM equivalent candidates and 3 Emergency Medicine Registrars were successfully recruited to Calvary. In addition, we also recruited 5 Senior Resident Medical Officers to be trained up as an alternative to the Registrars.

Services provided

- + Targeted marketing and communications strategy
- + Sourcing and screening of candidates
- + Permanent placements

We can help...

Suit your needs? If you would like to discuss this in more detail, please contact Richard Taylor

- + +61 2 8353 9021
- + rtaylor@wave.com.au

Working with Wavelength has been an absolute pleasure. Senior staff met with us to understand our needs, developed a highly successful targeted strategy and achieved what would have been impossible for us to do without this depth of industry knowledge. We were constantly updated with the progress of the various applicants and haven't had any of the nightmares that go with trying to do this ourselves.

We were provided with ample applicants to fill our specialist and registrar positions ahead of the agreed time-frame and, because it was so easy, have engaged a whole team of senior RMOs as a 'bonus'.

We are now looking forward to being fully staffed with happy, vibrant staff at all levels.

GARRY WILKES,
CALVARY HEALTH CARE ACT



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www.wave.com.au