

Passive Recruitment Strategy Serves Michigan Health System

MyMichigan Health, a non-profit health system headquartered in Midland, Michigan, provides high-quality care to 26 Michigan counties. With its numerous locations, MyMichigan Health provides a full continuum of care across a variety of settings including urgent care, home health, and virtual care, as well as medical offices in more than 80 specialties Recognized by Forbes in 2022 and 2023 as one of 'America's Best Employers by State,' MyMichigan is a major employer in all of the areas it serves. Keeping this kind of operation functioning exceptionally--and fully staffed--is critical to the success of MyMichigan Health.

GROWING A CAMPAIGN OVER TIME

Our efforts to reach the relevant medical community with the essence of MyMichigan Health, their medical excellence and organizational culture, we found that driving awareness of the institution's benefits successfully elevated other elements of the campaign. Year over year, our campaign:

+33.24%

IMPRESSION GROWTH

+13.58%

CLICK COUNT

TACTICAL APPROACH TO AWARENESS IN A PASSIVE RECRUITMENT STRATEGY

This campaign used Social Media, OTT (targeted streaming video) ads, and search. While the search campaign captured and directed those already in-market and seeking jobs, the social media and video content promoted MyMichigan Health and built awareness. As is always true, Search + Awareness tactics elevated the response to both.



*This campaign reached
5.46 Million Impressions in 2023*

Products Included:

- Display
- Paid Social
- Search
- YouTube
- OTT

A strategy to reach passive job seekers fills open positions more quickly, and more highly qualifies candidates as they self-select into organizational cultures and expertise that are an apparent fit for their needs and talents.

Case Study Highlights

BRETT CHRISTIE, Senior Director of Sales for Advance, shared, “The visibility is one of the most important aspects of this strategy. The video, along with upper and mid funnel tactics depict some of the most compelling aspects of a career within MyMichigan Health.

KRISTIN PEDERESEN, Senior Account Executive, agreed. “It provides support, improving the metrics in search of those most likely to apply, and increases the overall number of searches that look for MyMichigan Health careers specifically. This approach is very important in fields where it’s difficult to hire and remain competitive.”

Of this work, **JASON GRAVES**, System Manager of Recruitment for MyMichiganHealth, had this to say:

“If employers want to connect with young people in today’s business environment, it’s critical that they are engaging them in the digital space. Advance is an expert in social media and digital advertising. Since we partnered several years ago, MyMichigan Health has been able to increase its brand presence and recognition in the digital realm, and now has a robust presence across social media platforms. We are able to share the many new and exciting things going on at MyMichigan Health, and we are able to get our job opportunities in front of young people eager to make a difference. As healthcare continues to grow and evolve, so too must our approach to advertising and engagement, and Advance is an excellent partner to have along the way as we work to Create Healthy Communities, Together!”

MyMichigan Health employs 13,800 employees, volunteers, health care providers and other personnel. In 2023, the institution provided more than \$128 million in community benefits, while also investing to support patients and families with new equipment, services and programs. This is an employer that doesn’t rest, but challenges themselves to improve their experience and service each year, and values Advance Recruitment’s approaches in doing the same.