



Win-Win: With HR Cloud, Medlinks Improved Internal Processes While Gaining a New Competitive Edge



Founded in 1997, Medlinks Cost Containment Inc. (“Medlinks”) is a leading resource for medical institutions looking to outsource their billing, auditing, coding, staffing, and additional consultation requirements.

Medlinks specializes in auditing its clients’ Healthcare Effectiveness Data and Information Set (HEDIS) for quality standards and overall compliance. Most of Medlinks’ projects are seasonal, and due to the company’s ongoing success, have led to the need to hire exponentially more experienced associates each year. Additionally, Medlinks also needs to provide regular detailed applicant status and worker productivity status reports to its clients.



Company:

Medlinks Cost Containment Incorporated and Medlinks Staffing LLC



Industry:

Healthcare Auditing & Cost Containment Services as well as Healthcare Staffing



Number of employees:

More than 200 seasonal associates working in many different regions of North America.



Challenge:

Provide new, innovative recruiting, onboarding, communication, and rewards technology to meet aggressive hiring needs while also giving Medlinks the ability to report important worker-related details to its clients.



Solution:

HR Cloud’s **Recruit ATS, Onboard, and Workmates** solutions enabled Medlinks to improve the way it attracted and onboarded new hires, as well as how it communicated with project associates—all to give the company a competitive edge in its industry.



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Chief Executive Officer

Shirley Garcia, Medlinks’ Auditing and Operations Administrator, remembers that in the past, manual recruiting and onboarding processes were too time-consuming and made it difficult for Medlinks to meet client expectations.

“Our entire process was completely paper-based,” she recalls. “It just didn’t give us an effective way to manage our recruiting process or give us visibility into how many applicants were in each phase of our pipeline. Our projects were growing much bigger each year, so we quickly realized we needed an automated and streamlined solution.”

A better approach to recruiting

When it comes to attracting top talent, Medlinks faces more challenges than most. The company has to quickly find the right seasonal workers—before the competition—and hire the very best of the best. More, the company has to be able to tell its clients exactly how many potential associates fall into each phase of the applicant pipeline.

Garcia carefully evaluated many of the most popular applicant tracking and recruiting systems, but only one came out on top: HR Cloud’s Recruit ATS.

“HR Cloud’s Recruit ATS let us pick the best-of-the-best candidates and begin to onboard them extremely quickly,” says Garcia. “Not only did this help our internal efficiencies, but it helped the entire business, too. We can now show our clients exactly how much work we can handle and stand head and shoulders above our competition. **We would not have been able to accomplish all of this without HR Cloud.**”

Fast, pain-free onboarding

Medlinks also selected HR Cloud’s Onboard solution in order to eliminate time-consuming, checklist-driven onboarding processes. “Before HR Cloud, any process could easily get thrown off track,” says Garcia. “For example, I often had to drop what I was doing to remind new hires they still needed to complete an I-9 form or other task.”


With Onboard, newly hired associates are taken through an intuitive, easy-to-follow workflow, with clearly designated actions and responsibilities, even using a mobile app. “The process is now so easy and effective,” reports Garcia. “Our CEO has even let me know that he’s extremely impressed with what we’ve been able to accomplish with HR Cloud’s recruiting, onboarding, offboarding, and project staff communication solutions.”

The Recruit ATS solution also helps Medlinks provide even additional valuable information to its clients. “Our clients want to know details such as how many associates we’ve found, how many are scheduled to be interviewed, how many have been hired, how many are in test mode, and how many are ready to be presented for approval,” says Garcia. “When you’re racing with other companies to gain a competitive edge, having the right statistics for your applicant pool is a significant advantage.”

Centralized communications with Workmates

Medlinks also implemented HR Cloud’s Workmates solution to centralize communication efforts and make sure all associates were highly engaged, informed, and productive—no matter where they were working.

Workmates lets companies simplify and improve the way they communicate, engage, and recognize their employees. **“Workmates is a great fit, especially for our large projects where we have staff in many different states and regions,”** says Garcia. “Its social media aspect has given us a much better way of sending important project and training updates. Even better, all associates love it, especially since they’ve worked for companies that might have forced them to figure everything out by themselves.” She also reports that the Workmates’ “kudos” feature is also an extremely effective way to foster team collaboration and peer recognition. Past kudos recipients are much more likely to help



“I can’t say this enough: Without HR Cloud, we could not have communicated important project information or demonstrated that we could take on an increased workload. We now provide real-time workforce statistics and productivity reports that have helped us win more projects.”

Shirley Garcia

Auditing and Operations Administrator

other team members resolve timekeeping or other issues, which has led to less questions to the project lead on the client side.

“Our staff has praised the increased communications levels Workmates delivers,” says Christopher Baggott, Chief Executive Officer, Medlinks. “We use it to communicate important project matters and give staff specific ‘kudos’ or even recognize their birthdays. More importantly, we use Workmates to clarify important project details that needed rapid dissemination among the entire team.”

Transformative change

With HR Cloud, Medlinks has been able to improve internal processes and increase its own competitive advantage in the market. “It’s rare that one company can help you achieve two significant results like that, but we can confidently say that HR Cloud has delivered a real win-win,” says Garcia. “It’s been so successful that I now can’t imagine life without HR Cloud.”



“I am so impressed with HR Cloud’s response times, which is one of the main reasons why I think they are so successful. I never felt that I was on my own or had to try to figure something out since the HR Cloud team was always there to support me.”

Shirley Garcia

Auditing and Operations Administrator