

# Optimizing Provider Recruitment & On-Boarding at a Regional Health System

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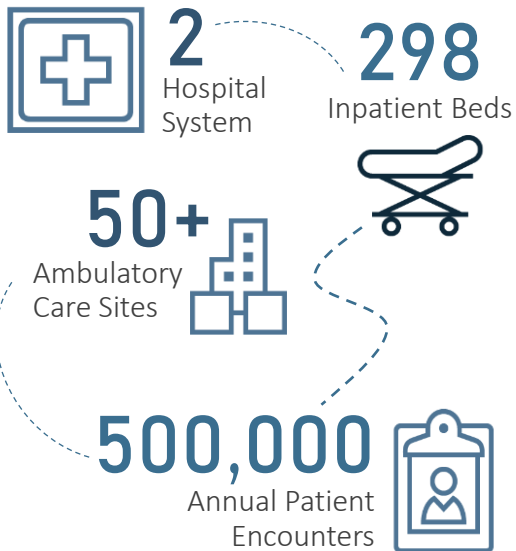
## » CLIENT OVERVIEW



**TIDELANDS  
HEALTH**

Tidelands Health [Tidelands] is an integrated health system located in coastal South Carolina, serving the region that spans from Charleston County to Myrtle Beach. In recent years, the U.S. Census Bureau recognized Tidelands' primary service area as one of the fastest-growing metropolitan areas in America.

To accommodate this rapidly expanding patient base, Tidelands' provider recruiting needs increased by 300%. However, having recently transitioned recruiting efforts from a third-party resource to a new, internal team, Tidelands' ability to recruit providers was constrained by the lack of a structured recruiting program, established processes, or supportive technology systems.



## » THE SOLUTION

KCG was engaged by Tidelands to facilitate the development and optimization of the newly created provider recruiting program, including redesigning internal workflows, establishing meaningful communications and reporting strategies, and implementing the appropriate technology platforms to drive program success. To establish a recruiting program that was sufficiently structured to streamline Tidelands' growing provider needs, KCG focused on three primary deliverables:

1. **CURRENT STATE ASSESSMENT:** KCG first partnered with the Recruiting Team to conduct a current state assessment – documenting all workflows, constraints, and opportunities involving everything from how they sourced candidates, the onsite interview processes, offer and negotiation steps, and all touchpoints in between. KCG then worked with key stakeholders to map ideal state workflows, supportive processes, and communication needs.
2. **WORKFLOW REDESIGN:** With the assessment complete and the ideal state articulated, KCG worked with stakeholders to create a multi-phased, recruiting pipeline process that had standard definitions, processes, and outcomes for each phase. Once this was agreed upon by leadership, KCG then began to systematically lean out the current state and ensure new workflows were operationalized within Recruiting and all supportive departments [MSO, HR, Finance, Legal, etc.].
3. **ENABLING TECHNOLOGY:** The last step in the process was to work with key stakeholders to create a simple candidate tracking tool that followed the pipeline phases and facilitated cross-enterprise communication and reporting. As Tidelands had a current license for SmartSheet™ and KCG had competency using that tool, KCG partnered with key stakeholders to build a custom candidate tracking tool that was aligned with the pipeline phases, supported all newly-established workflows and processes, and generated automatic tracking reports and candidate handoffs.

## » THE IMPACT

*“Working with KCG has been a pleasure. They quickly learned of our needs and nuances, suggested very helpful process improvements, and enhanced our communication and accountability. Their team was not only professional and productive, but also personable and affable. I certainly recommend them to others in the provider recruitment & relations field.”*

– Dennis Burns, Physician Recruiter  
Tidelands Health



Knowledge Capital Group [KCG] is the management consulting arm of healthcare financial advisory firm – Ponder & Co. Specializing in healthcare strategy and organizational transformation, we help clients convert issues into opportunities, inefficient processes into best practices, and marginal outcomes into sustainable results.