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Physicians Recruitment Network Expands Their Implementation of Salesforce CRM and Grows Their Business with Force by Design

CASE STUDY



Keeping physician candidates and employers connected through Salesforce CRM and well serviced by a nationwide recruiting agency.

CHALLENGE

PRN, a recruiting agency for the medical industry, needed to take their business to the web and integrate their existing Salesforce CRM in order to grow and add much needed efficiencies

SOLUTION

Through Force.com custom development and integrating their website and database, internal data now feeds an external web application while their website brings data into salesforce.com

RESULTS

The number of candidates processed has grown 3X since going live with the new solution and PRN personnel are able to work more deals with greater efficiency

The Challenge

Physicians Recruitment Network (PRN), a recruitment agency for physicians that works with hospitals, private practices, staffing firms, outpatient clinics, and independent practices, was founded in 2009 and spent the early days building an active network of clientele. As an existing Salesforce CRM user, they were already using cloud-based tools to manage clients and prospects.

Wanting to take advantage of the web, PRN decided to take the business online and create a sophisticated web presence to market the service to a broader audience of potential job candidates as well as cast a wider net of hospitals and private practices seeking to recruit new talent. When deciding what kind of website they wanted to build, they envisioned seamless integration between the web and salesforce.com. PRN needed a more efficient way to manage their entire recruiting process to replace manually updated lists of candidates, job listings, and email correspondence.

The candidate pool that PRN serves is a particularly busy and selective audience, meaning the website had to be extremely focused and easy to use. Attracting new employers to participate with PRN was also a top priority. PRN had built relationships with hospitals, private practices and health care organizations nationwide but wanted to expand their reach even further.

“We had a lot of confidence in Force by Design and believed the expectations they were setting. A well packaged proposal that met our requirements really sold us on their experience doing the kind of work we needed done,” said Reginald Jess, president of Physicians Recruitment Network. “We evaluated four different vendors and decided on Force by Design because they met our specifications, were honest about the process and had more experience with using Force.com to build web sites, which was a plus.”

The Solution

Already experienced with salesforce.com, Reginald Jess, the president of Physicians Recruitment Network, knew exactly what he was looking for and evaluated several different consulting firms, but ultimately decided to use Force



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by Design to customize how leads would be captured from the website and processed by PRN's account executives as well as handling the graphic design elements of the website.



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Experts in cloud computing, business process design and Apex coding, Force by Design used Visualforce pages, Apex Triggers, and advanced Workflow automation to create a system that would integrate with their existing database of job orders as well as feed Salesforce.com directly with new leads to eliminate managing multiple databases. Force by Design also delivered all the graphic design work, creating a professional look and feel for the website that users remember and enjoy coming back to. According to Nucleus Research, developments done using the Force.com platform are nearly five-times faster to project completion.

Results

After working with Force by Design, PRN was online, helping medical personnel across the US find the best jobs in their field. They are also working with their in-house account executives in various locations across the country and serving healthcare organizations nationwide. The expansion of their business and the simplicity of the system has enabled PRN to employ more recruiters without the need for time-consuming training and travel. New account executives are up and running in a manner of days.

What used to be a manual process of matching candidates to opportunities is now fully automated and simply requires verification by an account executive before processing. In fact, the speed at which PRN is able to



process new candidates is helping so much that they have nearly tripled their intake. Prior to going to the web, PRN was processing approximately 100 physicians per month. That has increased to as many as 300 per month and growing.

End-users are happy with the new system too. Not only is it easier for physicians to find opportunities and apply, but a growing market of hospitals and private practices using the service means they are able to have a more active network of recruiters.

By utilizing the Force.com platform, Force by Design was able to:

- » Create a website that has attracted and maintained top physician candidates
- » Provided a website to search all available positions, handle submittals for positions in certain specialties and certain geographies
- » Receive automatic updates when desired positions are added to the site.

About Physicians Recruitment Network

Physicians Recruitment Network, LLC (PRN) is a recruitment firm that connects physicians with available positions in the industry across the nation. Founder, Reginald Jess, created the firm with a 25 year background in the Human Resource industry consulting with Fortune 500 companies on recruiting, succession planning, organizational planning, executive development, and incentive compensation processes. Physicians Recruitment Network is a member of the National Association of Physician Recruiters and is headquartered in Jupiter, Florida. For more information, visit: www.prnus.com.

About Force by Design

Founded in 2008, Force by Design, Inc. helps organizations of all size use the power of cloud-computing to run their mission-critical business applications on the salesforce.com platform. Force by Design's consultants have completed more than 1,000 client engagements spanning 10 years. We implement and optimize cloud-based applications, helping organizations put their applications in the cloud and have our own cloud-based apps. Force by Design's headquarters are in San Francisco, California with offices in San Luis Obispo, California. For more information, visit www.forcebydesign.com.

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