



RELOCATION SUCCESS STORY

HEALTH CARE INDUSTRY: EXECUTIVE RECRUITMENT AND OUTSOURCING

OVERVIEW

A non-profit integrated health system serving more than 80 communities needed to implement a standard approach to relocation across their company. This included program/policy design, delivery and management.

This project needed to be done quickly since there were several C-Suite offers in process and the need for speedy program development and implementation was critical.

Their initial intent was to utilize an RFP to source a relocation vendor. However, after their immediate needs were met and exceeded expectations, they decided to move forward with CRI instead of going through the time-consuming RFP process.

CHALLENGES

The internal staff supporting relocation was no longer sufficient to meet their growth plan. The relocation assistance offered was inconsistent, and the delivery was decentralized.

They were unable to determine their total annual spend on relocation due to the decentralized process and the involvement of multiple departments.

They also recruit C-Suite and other high-profile executives from competitors who are used to receiving a certain level of relocation support.

APPROACH

We determined a 2-step approach was needed due to the urgency of several offers already in process. Since we understood the level of assistance an executive relocation requires, we were able to quickly and efficiently relocate their executive recruits in a manner similar to their prior relocations.

While implementing Step 1, we were also working on Step 2, which was to design, develop & implement their on-going relocation assistance program.

We discussed a couple of different approaches by assessing what had been historically provided, discussing the desired employee experience, and reviewing the Step 1 programs. The result was a 3-Tier Core/Flex Relocation Program. This met their financial goals while giving the employee flexibility to customize certain relocation benefits to meet their individual needs.

RESULTS

By outsourcing their relocation program, they have begun to see several efficiencies.

Internal staff no longer has responsibility for relocation administration freeing them up to focus on their primary responsibilities.

Monthly & annual reporting is now provided, so the client can track & manage their annual relocation spend.

Their relocation program is competitive within their industry segment making recruiting easier and more efficient.

<2 WEEKS

TO DEVELOP AND
IMPLEMENT EXECUTIVE
POLICY

<30 DAYS

FOR EXECUTIVE RECRUITS TO
BE ONBOARDED AND IN THE
NEW LOCATION FROM THE
START OF THE PROCESS

“We have never been able to implement any type of service provider so quickly & efficiently with such a successful outcome.”

**EXECUTIVE
TALENT STRATEGY AND
TOTAL REWARDS**