



How a pre-employment survey cut candidate disqualification rates in half

Trinity Healthcare cut costs and streamlined the hiring process by using surveys to screen for candidates most likely to qualify for employment.



Trinity Healthcare



Candidate disqualification rates **cut in half**



Staff can take action **5 to 6X faster**



ROI in under **4 months**



John Abraham, MD
Physician at Trinity Healthcare

THE CHALLENGE

Get accurate applicant information in advance

Trinity Healthcare, a Springfield, Missouri clinic, handles pre-employment health screening for a trucking company, and sees 500 and 600 truck drivers each month. However, 20% of the candidates did not pass the required medical exam—which meant the trucking company was paying travel expenses for candidates who were ultimately disqualified.

Collecting accurate data was also a challenge as candidates' handwritten responses were often illegible. Clinic staff spent hours following up to clarify and gather data.

Clinic owner Dr. John Abraham wanted to streamline the process of collecting candidate data to eliminate the costs, inefficiencies, and inconveniences of travel—and reduce time-consuming follow up.

“ I can see the disqualification rate for medical conditions dropping to 1% to 2% as SurveyMonkey is fully integrated into the recruiting process. ”

THE ANSWER

Online surveys with HIPAA compliance built in

Dr. Abraham turned to SurveyMonkey Enterprise to guide the creation of a general medical survey that would ultimately become an integral part of the recruiting process. SurveyMonkey Enterprise offered HIPAA compliance and PHI security features—both key factors in his decision criteria.



Once a candidate completed a survey and passed the pre-screening criterion, they were invited for an on-site exam—with much better outcomes.

“We were able to reduce the rate of medical disqualifications from 20% to 10% by using SurveyMonkey to pre-screen candidates,” states Dr. Abraham. Based on this reduction, the clinic realized an ROI on their SurveyMonkey investment in under 4 months.

Dr. Abraham believes integrations are key to further cost reductions. “I can see the disqualification rate for medical conditions dropping to 1% to 2% once SurveyMonkey is fully integrated into the recruiting process.”

“ My staff is able to take action with SurveyMonkey data 5 to 6 times faster than before. ”



THE TAKEAWAY

Reduced costs, improved qualification and retention

Thanks to the pre-screening survey, the company now saves at least \$250 in travel costs for each candidate that would have been disqualified—a cost saving that adds up to tens of thousands of dollars a month.

The clinic is also conserving resources. Instead of tying up staff members with health record requests and reviews—which could take 30 minutes per patient—Trinity starts with more accurate data. “My staff is able to take action with SurveyMonkey data 5 to 6 times faster than before,” says Dr. Abraham.

For the trucking company, Dr. Abraham believes the benefits of a more personalized experience has impacted driver retention. The company has a turnover rate of less than two-thirds the industry average.

In the future, Dr. Abraham has more plans for SurveyMonkey: the launch of a wellness survey that collects diet, fitness, and lifestyle data in the hopes of encouraging a healthier and happier workforce.

Industry

Healthcare

Use case

Recruiting
Employee feedback

Product

SurveyMonkey Enterprise

Success factor

Cut candidate disqualification in half
Improved employee retention