



Cigna Hires Clinical Talent with Work4

COMPANY

Cigna

INDUSTRY

Healthcare

EMPLOYEES

35,000+

WORK4 CUSTOMER SINCE

March 2012

KEY HIRING NEEDS

Customer Service, Claims Processing, Case Managers, Nurses, Physicians

SOCIAL CAREER SITE

www.workfor.us/cignacareers

KEY RESULT

35 RN case managers hired in 60 days with targeted ad campaigns on social media

Overview

Cigna is a healthcare company committed to providing exceptional benefits, expertise and service to its 65 million customers.

Known for its dedicated staff, the company strives to find the best possible hires. In early 2012, Cigna partnered with Work4 to launch its social recruiting strategy.

In less than two years, social recruiting has become a main source of Cigna's candidates and allowed them to quickly fill key positions.



Challenges

Finding qualified candidates in the healthcare industry has become increasingly difficult. Nearly half of experienced healthcare professionals are expected to retire in the next fifteen years. This talent shortage is compounded by additional demand as the baby boomer generation enters retirement.

Cigna recognized that traditional sources of candidates, such as job boards, had become less effective. It was critical that they find and access a new talent pool, especially in the Chicago area where they had a small presence.

Cigna wanted to strengthen their already well-established employer brand to attract passive candidates in a competitive market. Building out their university recruiting programs was also essential to fulfill Cigna's long-term hiring needs.

Cigna's Social Recruiting Strategy

Cigna started by building a "Cigna Careers" Facebook page, which made their job openings visible to the world's largest social network. They also added custom content and videos to showcase Cigna's corporate culture, strengthening their employer brand.

Next, the Work4 Social Ads team launched a series of targeted campaigns to drive qualified candidates to Cigna's career site. The first campaign focused on recruiting nurse case managers in the Chicago area - a new market for Cigna - in a limited amount of time. Work4 experts targeted clinical talent based on their work experience, education, location and interests. Work4 also attracted current healthcare students and recent graduates to the "Early Careers at Cigna" Facebook page using a combination of desktop and mobile ads.

Finally, Work4 Social Job Sharing was introduced to enable Cigna's recruiting team to promote jobs on Twitter, LinkedIn and Facebook.



Results

Since partnering with Work4, Cigna has seen a dramatic improvement in candidate engagement and conversion. 24% of Cigna's candidates come from job distribution on Facebook, LinkedIn and Twitter. By extending their university recruiting program to social media, Cigna has become a more visible and attractive employer brand among millennial candidates.

Social recruiting with Work4 gives us the ability to reach more of the right people, so we can fill critical roles quickly and cost-effectively. Work4 has taken a more important role in Cigna's overall talent acquisition strategy, allowing us to stand-out as a forward-thinking employer brand on social networks.

“ DINA KRAUS
Talent Lead, Strategic Initiatives , Talent Acquisition at Cigna

Social ads have proven to be an invaluable component of Cigna's successful social recruiting initiatives, boosting traffic and candidate conversions on the Cigna career site by 50%. The pilot campaign mentioned above resulted in 35 hires in 60 days, with a cost per applicant of \$28.6, far lower than traditional sources.

Cigna's talent pool has grown significantly, with social recruiting driving five times as many applicants and 386% more job views.

About Work4

Work4 powers social recruiting by making everyone a recruiter and everyone a candidate. We help thousands of companies — including many of the Fortune 500 — connect with talent on social networks. Through our strategic partnerships with Facebook and Twitter, our technology transforms social networks into a source of top quality talent, enabling enterprises to extend their employer brands, drive referrals organically and target specific profiles. Our dedicated team of social recruiting experts provides ongoing best practices and advanced analytics to ensure customer success.

Visit us online at work4labs.com.