

## Case study: Recruitment Process Outsourcing (RPO)

SOUTH EAST COAST AMBULANCE  
SERVICE NHS TRUST



### The Challenge:

South East Coast Ambulance Service (SECAMB) NHS Trust was formed on 1 July 2006, as a result of the merger between the former ambulance trusts in Kent, Surrey and Sussex.

SECAMB responds to 999 calls from the public, urgent calls from health professionals and in Kent and Sussex, provides non-emergency patient transport services (pre-booked patient journeys to and from healthcare facilities).

In June 2007, SECAMB had a requirement to recruit to a number of Trainee Ambulance Technicians (TAT). This is an exciting opportunity for people with the right skills and experience to embark on a clinical career pathway, which can lead to paramedic status and further specialist training in order to meet the changing needs of SECAMB's patients and provide the very best clinical care to the people of Kent, Sussex and Surrey.

Tribal had the challenge of recruiting for these roles within a very tight budget, and to ensure that a sufficient number of suitably experienced and skilled candidates met the minimum criteria to fill the available places in the subsequent recruitment stages.

### The solution:

Tribal determined that the best way to attract the right target candidates was to adopt a regional advertising approach - advertisements were placed in leading regional newspapers in the three counties. This was determined by Tribal to be the most effective way to reach the target audience. The advertising activity was supported by a recruitment hotline, which enabled candidates to express their interest while at the same time undergoing a minimum criteria inbound pre-screen to determine their suitability.

As budget management was a key concern, daily statistics were supplied to SECAMB throughout the campaign. These metrics tracked candidate numbers and correlated this to cumulative project spend. This sensitive financial tracker allowed all stakeholders to gain an accurate overview of campaign performance against the key performance indicator.

A focused project team was established including a Project Manager and Project Assistant (attraction, candidate management and screening) and was instrumental in delivering the contract on time and to budget. The co-ordinated nature of the integrated offering allowed Tribal to react quickly, and in a seamless manner at key moments during the project.

### The results:

The advertising campaign yielded a high level of interest from the target audience. A total of 718 candidates expressed an interest in these opportunities. Of this number, 657 were sent applications (61 applicants having failed to meet the requirements of the inbound pre-screen). Tribal received 301 returned applications. This number represents a robust conversion ratio of 46%. These returned applications were paper-screened against the required thresholds, and SECAMB advised of recommended follow-up actions.

Tribal's ability to deliver a dynamic and cost-effective resourcing solution has meant that SECAMB are positioned to offer to a number of the posts thus ensuring front-line delivery of critical care. In all, the SECAMB recruitment project underlines Tribal's expertise at RPO and our capability to make best use of available monies to the client's ultimate advantage.