

Creating a TALENT ACQUISITION DEPARTMENT on the Outside

OPPORTUNITY In the communications field, business comes and goes – but when it comes, it sometimes requires jumping quickly into action. This is exactly what PMEG Publicist Medical Education Group **Discovery Chicago** did when one of its biggest pharmaceutical accounts expected to launch and educate their audience on a new drug within a very short time period.

To ensure the success of the educational launch – which included setting up lunches, dinners and a variety of educational meetings with pharmaceutical representatives and respected physicians – Discovery Chicago needed to hire 18 full-time meeting specialists and have a complete, competent team in place prior to the launch.

SOLUTION Recognizing the need for outside assistance of a powerful Recruiting team, Discovery Chicago partnered with Alliance HR Network to search, find and put into place the best possible launch team. Within three days, Alliance had coordinated a comprehensive career fair to find ideal candidates who would align with the corporate culture. Alliance HR Network's thorough candidate assessment and recruiting process included:

- **Benchmarking** top performers from Discovery Chicago — identifying communication styles and patterns, personalities, behaviors and mental acuity to isolate key success attributes
- **Creating a Career fair campaign** utilizing Alliance's thought expertise in the candidate marketing field
- **Assessing and Identifying** potential candidates by facilitating a 26 step candidate assessment process
- **Preparing** potential candidates for the job by painting a clear picture of the roles and responsibilities of the position before the hiring process was completed
- **Referring** only the most-qualified candidates – 100 candidates attended the career fair, 40 passed the intensive assessment process, 32 were fully interviewed and 21 were referred to Discovery

RESULTS Discovery Chicago hired 18 of the candidates recommended by Alliance HR Network, and the pharmaceutical launch was a complete success. Since the initial career fair 24 months later:

- Sixteen of the candidates have remained employed at the company
- Alliance was retained to host another career fair for the company one year later – this time finding 15 candidates within one week's time
- Discovery Chicago was so impressed with Alliance's work that it did not interview these 15 candidates internally and hired them based solely on Alliance's judgment
- The candidates from the second career fair have proven to fit perfectly within Discovery's Chicago corporate climate
- In total Alliance has placed over 80 candidates with Discovery's medical education division; with many of them moving up within the company to take on supervisory and leadership roles

“TO OUR AMAZEMENT, ALLIANCE HR NETWORK WAS ABLE TO FIND MORE THAN 20 HIGH CALIBER CANDIDATES IN A CRUNCH. We have gained so much confidence in their assessment of candidates that we no longer need to interview potential candidates ourselves – the recruiters at Alliance understand exactly what we need. They are a **KEY** ingredient in our RECRUITING and hiring process.”

Donna Haase, Discovery Chicago/Scientific Voice



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