



Customer Stories

How HealthChannels Streamlined High-Volume Hiring with VidCruiter

Featured Solutions:

Applicant Tracking System

Video Interviewing

Skills Assessment

Scheduling

Structured Interviewing

Career Sites



The Client

[HealthChannels](#) is pleased to announce its expanded portfolio, including four specialized brands: Enabli Health, ScribeAmerica, Speke AI, and HealthCareU. This comprehensive suite of solutions addresses the most urgent secular challenges faced by healthcare providers: workforce shortages, provider burnout, financial stability, and effective technology integration. HealthChannels is a trusted organization with more than two decades of experience supporting healthcare providers. Our continued growth and expanded workforce solutions mean greater stability, more opportunities, and a stronger foundation to support your career—now and in the future

The Challenges

HealthChannels welcomes hundreds of thousands of applicants each year. Before VidCruiter, the team was using multiple platforms to manage candidates, which created challenges.

Data consistency and visibility:

In the previous ATS, every applicant had a profile, which created a lot of data to manage and made it harder to see the full picture of recruiting activity.

Standardization across regions:

Each region followed its own hiring process, making it harder to deliver a uniform candidate experience.

Candidate experience:

The application and interview process required candidates to switch between multiple platforms, creating a fragmented journey.

Scalability for future growth:

With plans to continue expanding its footprint and hiring volume, HealthChannels needed a platform capable of handling both current and future hiring demands.



“We interviewed 23 other companies and no one else could execute the vision that I had for HealthChannels... except for VidCruiter.”

David Osborne

Vice President, Talent Acquisition, HealthChannels

The Solution

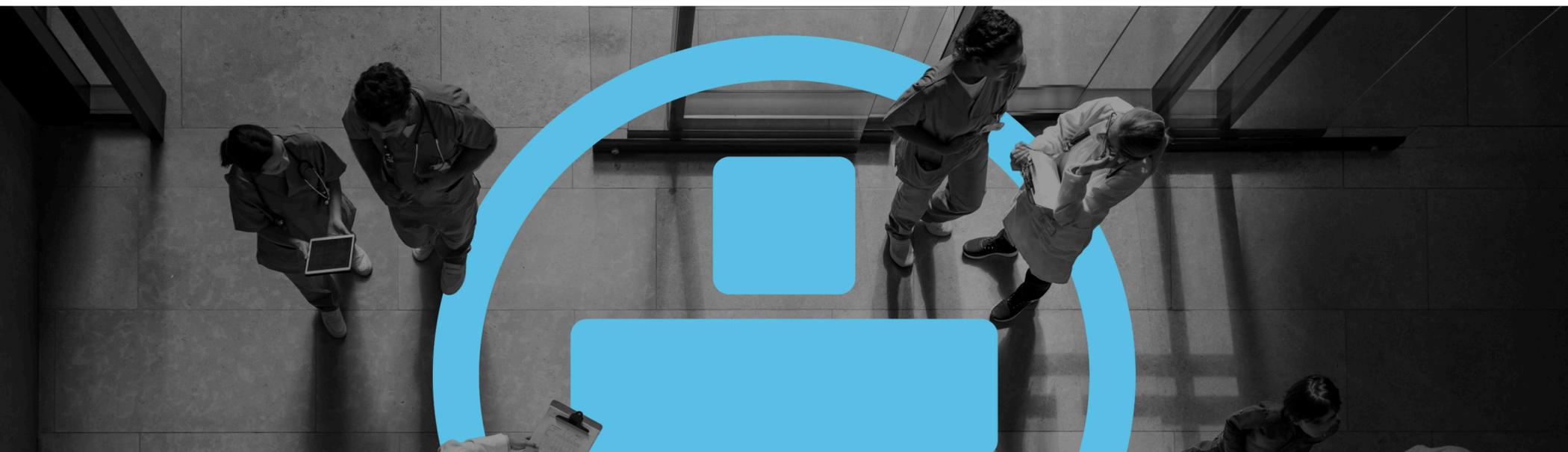
HealthChannels wanted a hiring platform that could standardize its process, provide accurate data, improve candidate experience, and scale with the company’s rapid growth. David Osborne, Vice President of Talent Acquisition for HealthChannels, also had a specific vision for the hiring process and was looking for a partner to bring it to life.

“I wanted the candidate to be able to fill out the application, go straight into an assessment, then straight to the pre-recorded video interview without having to jump off the screen and sign into something else,” said Osborne.

The HealthChannels team explored multiple options and selected VidCruiter.

HealthChannels and VidCruiter created a custom hiring workflow that unified their process and fulfilled Osborne’s vision. The company then trained HealthChannels leadership team to provide all 30 hiring managers the help they would need to be successful in VidCruiter.

By keeping the entire screening and interviewing process within VidCruiter’s ATS and leveraging the full suite of products, HealthChannels was able to implement end-to-end automation and achieve excellent results.



Key VidCruiter Features and Services

Centralized Hiring	Flexible Candidate Screenin	Skills Assessment
VidCruiter’s ATS centralized all candidate information, creating consistency across regions and simplifying the process for hiring managers.	Pre-recorded interviews enabled candidates to complete interviews on their own schedule, reducing bottlenecks and improving candidate experience.	Integrated tests ensured candidates met the requirements for each role before moving forward, saving time for recruiters and managers.
Seamless Scheduling	Structured Evaluations	
Automated interview bookings, reminders, and notifications freed up recruiters’ time and increased hiring manager adoption.	Structured interviews gave hiring teams a consistent way to assess candidates, making the process fairer for applicants and easier for managers.	

Workday Integration

HealthChannels needed a seamless connection with Workday. With VidCruiter, candidates now apply, get screened, and complete interviews in one platform, then automatically move into Workday for onboarding once they’re hired.

“VidCruiter’s integration with Workday is really good. When we initially brought this up internally, there was skepticism around if it was going to work. But what VidCruiter has been able to build out for us has been a huge improvement.”

Adam Jacoby-Rankin
Program Manager, HealthChannels

The Results

In one year, VidCruiter successfully transformed HealthChannels' high-volume recruiting process into a more efficient, scalable, and candidate-friendly experience.

✓ Increased Volume of Applications

With VidCruiter in place, HealthChannels saw its applicant pipeline grow significantly. In one year, the team was able to screen over 300,000 applicants—the highest volume in the company's history.

✓ Improved Hiring Efficiency

Even while handling record applicant volumes, HealthChannels successfully hired 10,000 candidates in a single year. By automating screening and interviews within VidCruiter and having access to cleaner data, HealthChannels expanded the capacity of its existing recruiters and increased their efficiency. This allowed the team to meet ambitious hiring goals and continually refresh the talent pool without needing to add more recruiters.

✓ Improved Candidate Experience

HealthChannel's streamlined process moves candidates seamlessly from one stage to the next without leaving the platform. Thanks to automation, all applicants now hear back within just four days on average, keeping them well-informed.

After implementing VidCruiter, candidate satisfaction rose significantly, with post-hiring surveys showing a 98% positive rating.

✓ Improved Hiring Consistency

By introducing skills testing and structured interviews, HealthChannels created a more standardized hiring process across regions. Every candidate is now evaluated against the same criteria, giving hiring managers a clearer, more objective view of each applicant while ensuring fairness and compliance at scale.

✓ Enhanced Screening

Skills testing and structured interviews help hiring managers identify candidates who best meet the requirements for each role, supporting a more capable and reliable workforce.

What's Next

HealthChannels is set to expand its workforce and hire for new roles, relying on VidCruiter's integrated platform to manage high volumes of applicants efficiently. As the company grows, VidCruiter's platform will scale with them to support future talent needs.

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“I couldn't imagine anyone doing a better job. There were challenges...But I believe that VidCruiter's implementation team led us to the success that we're having now.”

David Osborne

Vice President, Talent Acquisition,
HealthChannels

Over
300,000
applicants a year

Over
10,000
hires a year

Over
98%
candidate satisfaction
rating