

Compensation & Benefits Competitive Intelligence Uncovered for Fortune 500 Health Care Organization

Situation

A widely recognized Health Care organization wanted to learn more about the compensation and benefits of rival companies in order to stay competitive in the marketplace.

The client requested Qualigence International's exclusive competitive intelligence in order to find out what other health care organizations do for their employees. The Qualigence team stepped in to provide this intelligence to the trusted client in the form of comprehensive data and trend reports.

Actions

The Qualigence International dedicated Health Care Recruitment Research Consultant got to work utilizing unique telephone verification methodologies to identify and verify competitive intelligence for the client within the following areas:

RN Retention

- Average retention/turnover rate clinics for RNs
- Turnover – Best retention strategies
- First year average rate for first year nurse turnover

Compensation

- What competitors are paying
 - Salary
 - Bonus
- Range to compare
 - Nurses out of school vs. Nurses with 2-4 years of experience

Benefits

- Industry copays
- Industry eye care, dental
- Severance packages
 - Clinical staff severance package
- Benefits Packages - Perks
 - 401K, Weight Watchers, PTO, holidays, time and a half

Merit Increases

- Pay raise based on performance
 - Year over year increase
 - Projected or actual
 - Idea of projection
- 401K match profit sharing

Challenge

Qualigence set timeline expectations with the client, noting that this type of intelligence goes beyond standard name generation and would require a more extensive intel search.

An additional challenge was facing limited resources, as clinic managers were the primary source of information and can be difficult to contact by phone. Tenacity, patience, and persistence were key to uncovering and verifying this intelligence.

Results

Qualigence successfully provided extensive data reports, graphs, and presentations to the client based on comprehensive competitive intelligence. The client, very satisfied with the results, was able to take this data and use it to adjust its own company benefits and talent acquisition strategies.

Next Steps

Due to continued success with the client, Qualigence has been creating comprehensive competitive intelligence reports for the client since 2008 and the relationship continues today. Qualigence recently agreed upon a 200-hour project with the client to discover the compensation structure at a competing medical transport company.

About Qualigence International

Qualigence International is the largest Recruitment Research firm in the United States, working with Fortune 1000 organizations across the globe to identify 100% of the talent population and place only the best, most qualified candidates.