



Lee Health Case Study

Background

Lee Health is a community-owned health system in southwest Florida that consists of four acute care hospitals and two speciality hospitals. With more than 9,500 employees, 4,500 volunteers and 1,130 physicians, their staff is strong and growing.

Facing increased patient demand and insufficient candidate flow, Lee Health turned to LinkUp for its recruitment advertising solutions.

Approach

LinkUp ran a performance-based pay-per-click advertising campaign to sponsor all of Lee Health's positions. Positions included Registered Nurses, Medical Assistants, Technologists, Therapists, Supervisors, and more.

Results

LinkUp delivered quality candidates at an average cost of \$0.68 per click, fully exceeding client expectations. Lee Health was happy to hire five of those applicants at a cost of approximately \$270 per hire.



Industry

Healthcare

Challenge

Increase candidate flow

Solution

LinkUp pay-per-click campaign

Results

Clicks:

1,964

Avg cost per click:

\$0.68

Hires:

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