

Royal Brompton and Harefield NHS Foundation Trust

Case Study



Deploying The Hire Lab to empower staff, improve candidate experience and reduce recruitment costs



About the Trust

Royal Brompton & Harefield NHS Foundation Trust is a national and international leader in the treatment of heart and lung disease.

The Trust is the UK's largest postgraduate specialist heart and lung centre. They are world famous for their expertise and have a proud history in the investigation, treatment and research of heart and lung disease. The Trust has over 3,400 staff working across two sites in Chelsea, London and Harefield, Middlesex.

The Hire Lab's end to end recruitment platform has enabled the Trust to reduce the manual processing of their hiring, enhance the candidate experience and reduce new starter drop out by 30%.

Transforming recruitment and onboarding

The Trust's roll out of Hire Lab's system has been led by Jonathan Head, Deputy Director of Human Resources

"We were looking to implement a recruitment and onboarding system. For us, the importance of delivering an exceptional candidate experience throughout all stages of the recruitment journey is paramount in our quest to be an employer of choice. Technology is changing the way we communicate, and with the right digital tools, we can speed up the application process, make it more interactive, and make it more attractive for potential candidates. And on the other side, for our recruitment teams, transitioning to a more digitally savvy mindset and being open to using various technologies will allow us to recruit more efficiently."

A single unified system was also critical - one where every stage of the recruitment process was managed - from job approval and requisition, to advertising roles externally, receiving applications directly into the system from other channels such as NHSJobs but also other job boards and social media channels, flexible workflows and collaboration tools as well as a focus on automation and streamlining.

The Hire Lab provides key to candidate experience

The Trust recognised that it needed to use the latest technology to make it as engaging as possible for candidates when they applied to jobs at the Trust. The Hire Lab's unique candidate portal which adapts to each candidate's needs and handholds them through the hiring process was chosen as the Trust's system of choice.

"The candidate portal makes the whole experience of applying for a job with us modern and interactive. Candidates now can see where their application is in the process, self book interview times, learn about us as an employer and if successful, be onboarded into the Trust simply and easily."

"The portal was really useful for me to see what I needed to complete, get tips and guides and when I was offered the job, it was great for handling all the paperwork."

Sajosh, New Employee
Royal Brompton &
Harefield Trust

Encouraging Hiring Manager Lead Recruitment

The Hire Lab worked with the Trust to ensure that the rollout was straightforward right from the start. The system is designed to be as user-friendly and accessible as possible.

The Hire Lab recruitment system provides functionality for hiring managers to automate and streamline their hiring process. Recruiters and Hiring Managers can choose which hiring tools they'd like to use for each role - with a choice of automated tools such as video interviewing (both face to face and automated video interviewing, language testing, skills assessments or psychometric profiling) and can harness automation to further decrease the administration burden recruitment typically generates.

The Task Manager functionality means collaboration across hiring teams is simple and easy & 360' candidate profiles encourages faster hiring decisions. The candidate facing portal ensures candidates can self-serve a lot of the process which results in faster hiring times and a reduction in candidate drop offs.

"Candidates expect an extra level of service and if we can surprise and delight them through our branding, storytelling & a highly personalised candidate experience during the hiring process - we'll not only attract the right candidates, but retain our great hires."

Talent Pools

A big element that the Trust wanted to develop was growing their own talent pools. Candidates would typically apply for a role but the Trust had been finding it very difficult to then keep in touch with those past applicants or consider them for future roles etc. The Hire Lab offers inbuilt talent pooling within the system, so any candidate who applies to a role automatically gets added to a talent pool and by using the candidate portal, the Trust can now keep in touch simply and easily, have roles automatically matched to candidates, message them and when suitable, hire them quickly.

Seamless Contactless Onboarding

The Hire Lab's Onboarding module which seamlessly connects into the recruitment platform means the Trust can harness the power of the candidate portal and turn it into an engaging interactive onboarding experience. It allows new starters to have a live view of their onboarding process and empowers them to complete the assigned stages at any time, providing them with greater clarity and control. They are guided through the various elements and receive an engaging and positive experience throughout so they feel part of the team from Day 1.

"Introducing the Hire Lab's Onboarding technology has really benefited both staff and new starters. Having a real-time view of the onboarding activity across the Trust - means we now know if new starters are on track to start work and preempt delays where possible.

Moving Onboarding online and making it interactive & digital - allows us to run it contact-less and keep the new starter engaged whilst they're preparing to join the Trust".

*Annamaria Hardwick Sulaiman - Head of Recruitment
Non-Medical & Project Lead*

Delivering results

The recruitment system has delivered significant results. From initially going live with non-medical recruitment - it has since been rolled out across all the recruitment departments within the Trust - covering medical, non-medical and even extended to cover Honorees and Work Placement recruitment as well as onboarding.

" The Hire Lab system has allowed us to refine our hiring process across our multi locations. We have moved away from using different fragmented systems to one single end to end solution. Everything from job approval, hiring work flows, to job publishing is now carried out by our hiring managers, supported by our recruitment colleagues. Applications automatically come through from NHSJobs and we can move them through the process simply and easily - confident the candidate portal is providing an engaging and warm experience."

"All our metrics and KPIs are available in real-time from our dashboard and the task manager ensures everyone involved across the hiring team is kept updated and involved.

The results have been significant. Beyond our ability to streamline our recruitment , we have seen a great increase in the engagement from Hiring Managers in being involved in the hiring process. Our time to hire rates are decreasing and we are now measuring candidate sentiment as a new KPI to track how our candidates are rating us throughout the process. "

"The feedback has been really positive. Beyond our ability to deliver a really positive candidate experience - we have also been able to shorten our time to hire rates and hiring manager engagement."

Looking ahead

The Hire Lab is currently integrating with ESR so the in-depth candidate profile of each new starter can be automatically moved across to ESR for seamless processing. This will save the Trust valuable time and resources and solve a currently admin heavy burden.

The Pathfinder Programme

Building on the close relationship formed during this implementation - The Royal Brompton & Harefield NHS Foundation Trust and the Hire Lab are partnering further to develop a pathfinder programme for the recruitment and onboarding technology. This will allow the Trust influence the future developments and roadmap of the product and ensure it continues harnessing all the latest technology innovations to future-proof and transform recruitment for the NHS.

To talk through your recruitment transformation needs, please contact
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Read more at www.thehirelab.com

