



Nation's largest behavioral health care and wellness company wins major Blue Cross Blue Shield contract

Our Client's Challenge:

In January 2013, one of the nation's largest independent behavioral healthcare and wellness companies was awarded a large behavioral health services management contract with Blue Cross Blue Shield (BCBS) of New Jersey. To meet the needs of this contract, the healthcare company would need to hire over 370 new employees in a short time frame. Having grown 50% in 2012, they understood that they did not have the internal capacity to support this rapid growth while continuing to support other critical areas of the business. The Vice President of Talent Acquisition selected Cornerstone RPO (CRPO) to help them meet these hiring goals. While the initial CRPO scope of the project was defined as 188 positions, it expanded over time, and the healthcare company ultimately partnered with CRPO for the entire hiring effort.

The Cornerstone RPO Solution:

After conducting an initial analysis and completing intake meetings with hiring managers, we built a team that became a seamless extension of our client's internal recruiting department. Executive oversight was provided by a CRPO Principal, while the day-to-day operations were managed by a CRPO Senior Program Manager. CRPO utilized full lifecycle Recruiting Consultants to manage candidate relationships and hiring managers. They were supported by our shared services office, which provided candidate sourcing support, conducted initial phone screens, and handled administrative tasks, such as new-hire onboarding, orientation, and pre-employment processing. This team met the ongoing challenge of frequent changes in scope with minimal notice. CRPO identified and tracked key recruiting metrics and provided updates to the client through dashboard reporting and touch point meetings, providing visibility into CRPO's progress toward project goals.

The Cornerstone RPO Delivery:

Cornerstone RPO successfully identified and hired over 370 new employees for the BCBS contract for our client. In addition, the client engaged CRPO to support other new contract awards, resulting in over 150 additional hires over the course of the partnership. This client continues to be a valued partner with Cornerstone RPO and we look forward to continued growth together. 📧

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