



## Adding 350+ positions for new office location

Nation's Leading Behavioral Health Care and Wellness Company Secures Key Blue Cross Blue Shield Contract


### The Client Challenge:

One of the country's most prominent independent behavioral healthcare and wellness corporations secured a substantial behavioral health services management contract with Blue Cross Blue Shield (BCBS) of New Jersey. The contract posed a significant hiring challenge, requiring the recruitment of over 370 new employees within a tight timeframe. Having achieved a remarkable 50% growth in the previous year, the company recognized its limitations in internally supporting such rapid expansion while simultaneously catering to other critical aspects of the business. To address this situation, the Vice President of Talent Acquisition enlisted the expertise of Cornerstone RPO (CRPO) to assist in meeting these ambitious recruitment goals. While the initial engagement encompassed 188 positions, it evolved over time, eventually leading to a comprehensive partnership for the entire hiring initiative.

### The Cornerstone RPO Solution:

Upon conducting a comprehensive analysis and engaging in productive discussions with hiring managers, CRPO assembled a dedicated team that seamlessly integrated with the client's internal recruitment division. The oversight was provided by a CRPO Principal at the executive level, while the daily operations were overseen by a CRPO Senior Program Manager. The recruitment process was facilitated by full lifecycle Recruiting Consultants who nurtured candidate relationships and interacted with hiring managers. Backed by our shared services office, CRPO extended support for candidate sourcing, initial phone screenings, and administrative duties including new-hire onboarding, orientation, and pre-employment processing. The team adeptly navigated the challenge of adapting to frequent changes in project scope with minimal notice. CRPO meticulously monitored and reported key recruitment metrics, maintaining transparency through dashboard reporting and regular touch point meetings to keep the client informed of project progress.

### Cornerstone RPO's Outcome:

Through strategic efforts, Cornerstone RPO facilitated the successful recruitment and hiring of over 370 employees for the BCBS contract on behalf of the client. Furthermore, the collaboration extended to supporting other newly acquired contract awards, leading to an additional 150+ hires during the partnership's duration. The client remains a cherished collaborator with Cornerstone RPO, symbolizing a mutually beneficial partnership characterized by shared growth and accomplishments. The future holds further prospects for joint achievements and continuous development. 

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