



Health Metrics™

Case Study

“A holistic TA approach to support a startup in transition”

By Preacta





We challenge the status quo through **Innovation and **Transformational impact** with our partners.**



PREACTA DIFFERENCE

Set A New Benchmark In Recruitment And Talent





Health Metrics™

THE CLIENT

In a context of leadership change (co-founders exited the business), Health Metrics had to recruit for a new leadership team, increasing their sales power as well as strengthening the company's backbone – its software engineering team.

Who are Health Metrics?

- A leading, high-growth, cloud-native, data-driven software solution for the Residential Aged Care, Retirement Village, Home Care, and Disability Care sectors in Australia and New Zealand.
- 30+ employees
- HQ in Heatherton, Victoria, Australia

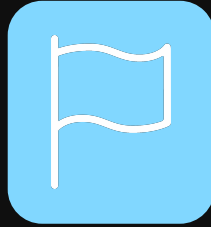
Positions to Fill

- ✓ **Leadership roles**
- ✓ **Development roles across all seniorities**
- ✓ **Sales roles**
- ✓ **Product roles**

Optimised Talent Solution Tailored for Hyper-Growth



6 mo
Partner
Tenure



18+
Hired



75%
Hired from
technical
interview



86%
Accepted
Offers

Optimised Talent solution tailored for hyper-growth

HIGHLIGHTS

Subscription Model to support their hiring capacity

End-to-end TA support including **Talent Intelligence & Marketing** to feed the top of the funnel, **Talent Augmentation** for delivery and diagnostic & continuous Improvement through **Advisory**

Revamp of the Recruiting Assessment Framework

Customised Real-time Reporting Dashboards

Implementation of a new HRIS software

Key learning

"Our Talent Research and Monthly Market reports have really helped support the business leaders make confident decisions related to their TA processes, and overall hiring decisions. Invaluable market insights have been used and requested, to help with business cases, to present findings and influence workforce planning at the board level"

Dee – Lead Talent Partner

THE PROBLEM WE SOLVE

The challenges of a fast-moving startup

The Main Challenges

- There was no TA/HR function. We had to set the processes from scratch
- High attrition and turnover
- Unclear remuneration & benefits branding
- Lack of brand reputation
- Targeting niche talent pools

Criticality of these roles for the business

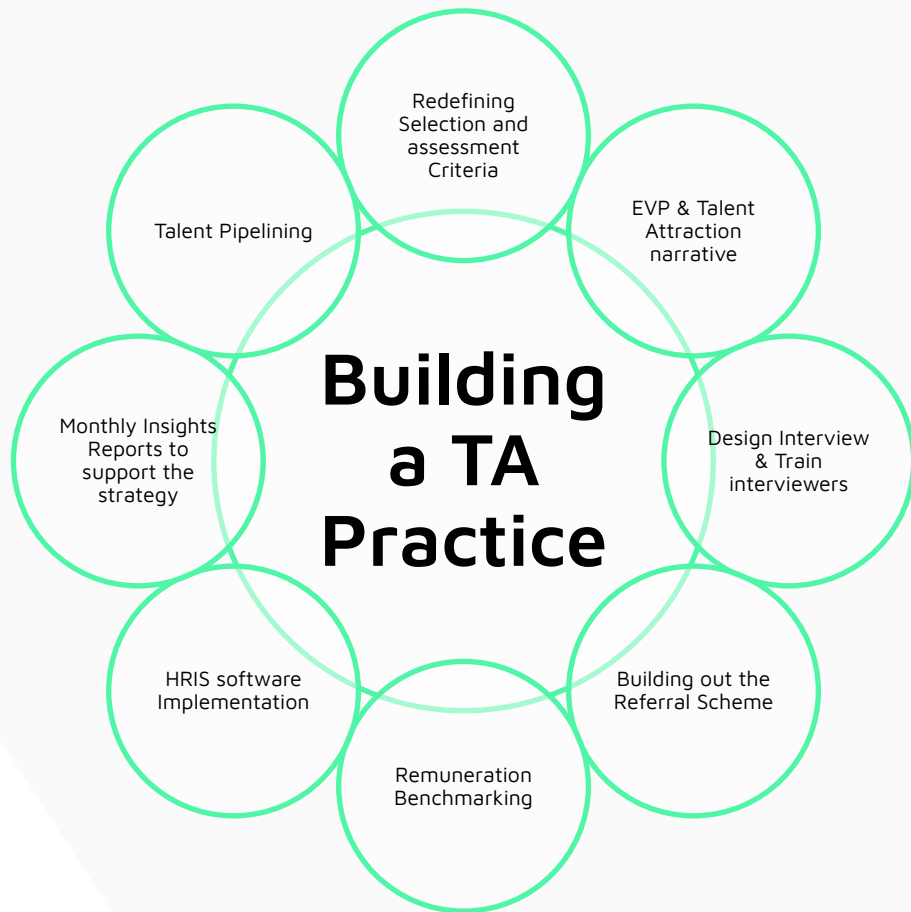
Hiring a leadership culture that's going to rebuild confidence in the company's future.

Creating revenue-generating teams.

Strengthening the backbone of the organisation by rebuilding the tech team and creating a brand-new Product team.

THE PROBLEM WE SOLVE

A holistic TA support to address a transitioning startup



EMPLOYEES MOVES

Health Metrics Snapshot

Open to
New Opp.**14**Employee
Median Tenure**1.1** Yrs**Company****Talent**

Cloudflare



Web Matrix



Rohling International



RM plc



ACS



Restive Tech



Telstra



Sandstone Technology



Brand Reputation Analysis

Glassdoor
Approval Rating

3.1

Attrition
Rate
All Functions

37%

"It's exciting to work for a team that are passionate about the industry & are leaders in influencing how our sector will operate in the future."

"The two founders are engaged leaders at the top of their game. They bring intelligent solutions and clinical know-how to every customer partnership."

"Struggle to keep good people around. Old technology and hard to understand way of work. Not everyone is treated the same... Expectations are not realistic."

"Pretty bad place to work. They only have a handful of people that know what's going on and they have too much work to do to help anyone else. Can't progress in the company... Too much pressure, expectations are unrealistic staff come and go like crazy people don't stick around."

"Amazing culture, relaxed environment and everyone is driven."

"You need to be resilient and to be able to take criticism. If you can, you'll be here for the long haul - It's a great place for growth!"

"Processes are not in place which intern demand lengthy working hours and burn out. Teams aren't approachable and there is no transparency."

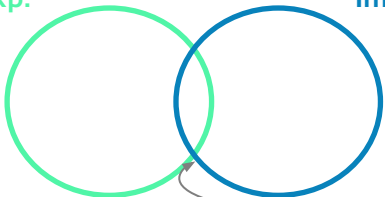
"Processes are outdated and there is no communication. High employee turnover, no direction on tasks, always ready to criticise, & never acknowledge the employees' efforts."

NICHE ROLES

Industry-Specific Roles Narrowing Down the Talent Pool

eCase exp.

Implementation exp.



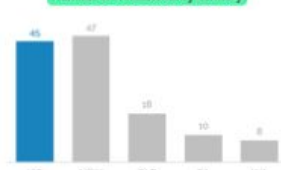
<100 in Australia

Market Insights/Trends:

Market Trends/Insights: Implementation Consultants

We have used Preacta's Talent Intelligence team to focus on insights for eCase experienced candidates for the Implementation Consultant Roles

Number of Professional by Territory



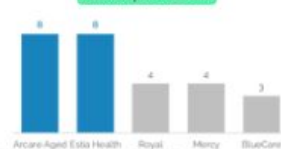
198 possible talent pool across the country that have eCase Experience in Aged-Care/Health/Home-care

Professional Titles



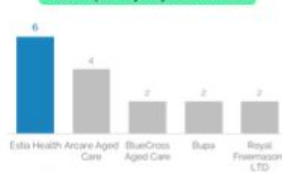
More common job titles of professionals using 'eCase' are Nurses and Care Managers and Personal Care Assistants. Other job titles vary across companies.

Talent Report - Australia



Arcare Aged Care and Esta Health are top companies that employ eCase Experienced Professionals in Aged-Care/Home-Care environments

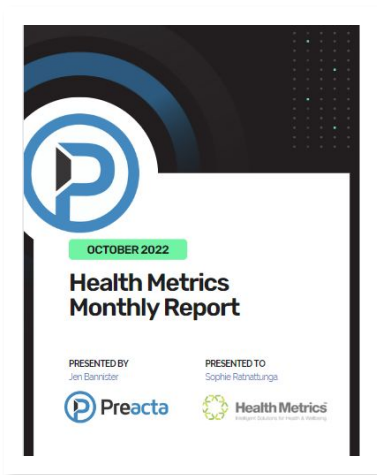
Talent Report - Sydney and Melbourne



51% of the talent pool, roughly 83 professionals across Australia are in Sydney and Melbourne

FOCUS ON BEST PRACTICES

Setting Up Best-in-Class Processes & Standards



Helping with **employer brand initiatives** by designing the recruitment narrative, new job descriptions, new job ads, to inputs into the careers site.

Improving the **candidate experience**, with guides for candidates and candidate care guidelines. Revamping the **interview process** and training the interviewers to set the same standards across the business. Introduction of skills-based interview questions

Internal HM Job Alerts rolled out to invite current HM employees to apply for new roles

Benchmarking has been undertaken for each role to offer competitive **remuneration** packages

Talent Insights, and Monthly monitoring reports – presented to HR as a retrospective of the month, including market research, trends, information around time to hire, challenges, wins, etc. In turn assist with workforce planning, remuneration analysis, and seeking to reduce attrition.

OUR DIFFERENCE

Talent Intelligence - Market Mapping

Having a **strategic approach**, mapping all the talent pockets in Australia helped us to bring clarity on the state of the market.

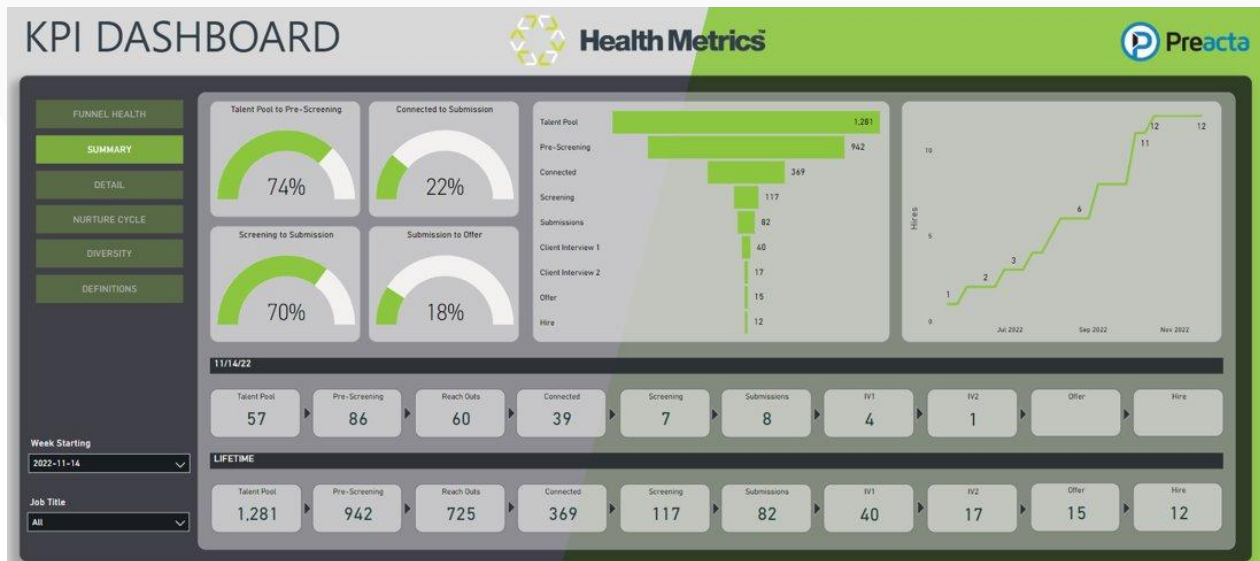




OUR DIFFERENCE

Live Performance Platform

We believe **extreme transparency** enables true partnerships. We implement a bespoke **performance reporting dashboard** to ensure all the key stakeholders can access **'live' daily updates** on progress of hiring pipeline.



OUR DIFFERENCE

Hires Prediction

We released a new product to predict the number of hires given your talent pipeline and current interview processes.

Thanks to this tool, we are able to support our partners in a more strategic way.



OUR DIFFERENCE

Combining Tactical with Strategy



Preacta also helped Health Metrics **build an internal employee application process**, offered coaching, ran workshops, and did **compensation analysis**. They further assisted with **career site design** and developing a recruitment narrative to **position the business positively in the market** and **address brand perception** for talent attraction. This strategy proved successful as Health Metrics was able to fill 12+ high level roles within 6 months partnership tenure.

Furthermore, they **achieved a 75% hire rate from technical interviews** and an **86% offer-to-acceptance rate** – setting a new benchmark in recruitment and talent.

Successful holistic TA approach



14

Placements



23%

Attrition rate
(was 37%)



75%

Interview #2
to Hire

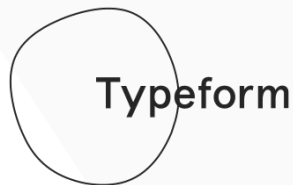


88%

Offer to
acceptance



Our Partners





Prepared By Preacta

info@preacta.com

Founded in 2012 in Sydney, Australia, Preacta was created by consultants passionate about business, people, and innovation to help the emerging markets within the digital and technological landscape thrive.

Preacta offers employment opportunities, consulting, and innovative end-to-end solutions for Talent Acquisition through community groups, industry collaborations, and Meetups for international professionals. Preacta exist to help build a brighter future for the talent industry by offering unmatched expertise and customer-centric results.