



Case Study



About Woodlands Medical Specialists



Woodlands Medical Specialists (“Woodlands”) is a physician-owned, multi-specialty, outpatient clinic serving Florida’s Panhandle region. Woodlands defines its own brand of healthcare delivery, born of innovative thinking yet rooted in its values, beliefs, and the very best traditions of the profession. The organization has 22 specialized physicians and 10 advanced practice providers, including medical and radiation oncologists, urologists, primary care physicians, and an OB/GYN. The merger of a urologist group and a medical oncology group formed the practice. The union was a win-win for both practices. Woodlands invested in building a 76,000-square-foot facility to provide most of the services patients need.

Patient-Focused Healthcare

The entire Woodlands team shares a common vision of what medicine can be, and each day they individually and collectively rededicate themselves to living this vision. Their mission is **to preserve “the Woodlands Way” of patient-doctor relationships and to provide access to the highest quality healthcare experience in the region.”**

Challenges

Woodlands had been struggling with workforce stability, especially among individuals who had been with the company for less than 2 years. The high turnover of this employee population, most of whom were in entry-level, patient-facing roles like medical assistants, schedulers, concierges, and check-in/check-out support, consumed frontline leaders’ time sourcing, screening, and interviewing potential new hires. Because each leader had their own hiring process and methodology, the candidate experience varied across departments. This ongoing cycle of hiring and replacing employees eventually led to low worker morale and overworked supervisors who lacked the time and bandwidth to invest in onboarding and training new employees.

Solutions

Landrum proposed a custom solution that addressed all aspects of recruiting, hiring, onboarding, and retention to solve the challenges.

- Created a standardized candidate experience across all departments for any individual considering working at Woodlands.
- Utilized a multi-faceted recruitment plan to reach a wider and broader audience than traditional job boards.
- Provided hiring managers with only the top 2-3 candidates for each job opening, instead of having to filter through sometimes hundreds of applications or resumes.
- Provided transparency of the success of the program through monthly scorecard review meetings, where key metrics around time-to-fill, retention, and candidate quality were measured and reported.
- Landrum assumed responsibility for many day-to-day human resources needs, including payroll, employee benefits, workers' compensation, and answering employment law compliance and HR questions, freeing them to focus on the strategic, revenue-generating aspects of their business.

Outcomes

- **Time to fill:** Prior to partnering with Landrum, it took approximately 35 days to fill each opening. Within 3 months, that was reduced to 25 days. By 6 months, all jobs were filled within 20 days of posting. Today average time-to-fill stands at 11 days.
- **Retention rate:** Prior to partnering with Landrum, the retention rate of employees working less than 6 months was about 40%. Today, nearly 75% of all new hires made by Landrum have successfully completed their temporary-to-hire period and have been hired on by Woodlands.
- Frontline leaders no longer spend hours each week sourcing, screening, and setting up interviews with potential new hires. Landrum schedules in-person interviews with its top candidates, allowing leaders to focus on training, development, and engagement with the entire team.
- The candidate experience has been elevated to new levels as screening for culture and overall fit has been layered into the process, along with experience and skills. As a result, Landrum achieved a 99.9% attendance rate on each new hire's first day of orientation.



Since partnering with Landrum Workforce Solutions, our organization has experienced a remarkable transformation in our workforce dynamics. Previously burdened with high turnover and constant recruitment challenges post-COVID, our management team was overwhelmed and struggling to maintain stability in key positions.

Enter Landrum Workforce Solutions.

Landrum's expertise and dedication to finding the right fit for our most critical roles have been nothing short of transformative. Not only have they significantly reduced turnover rates, but they've also boosted retention to unprecedented levels. This has freed up our management team's bandwidth, allowing us to refocus on strategic initiatives and core business goals.

Landrum's seamless integration into our operations has reinvigorated our entire organization. We are confident that our staffing needs are consistently met with qualified professionals who align perfectly with our company culture and values. Thanks to Landrum, we're not just surviving but thriving in a competitive market.

I would encourage any organization with workforce challenges to sit with the experts at Landrum, be honest, and then strongly consider their recommendations! Transformative is not a word I use often, but in this case, it fits!



**Andrea Turner, Former Executive Director
Woodlands Medical Specialists**