

CASE STUDY

SK&A Physician and Nurse Data Drives More Than \$140,000 in Recruiting Placements

Company

M Golden Staffing, Branson, Mo.

Industry

Healthcare Recruiting

Challenge

M Golden Staffing is a small recruiting company that focuses on placing professionals from the healthcare, finance and banking industries. In the healthcare sector, their primary focus is registered nurses in long-term care and physicians in various environments. In 2009, M Golden Staffing CEO Marc Golden wanted to reach more new nurse candidates and expand his candidate reach in general.

"I couldn't find anyone. I was tired of talking to the same old characters," Golden said. "I was up in the middle of the night looking online for contacts. Then I'd buy these lists that would end up only having names with no phone numbers, so they were useless."

Solution

SK&A sales representative Laura Daniels approached Golden in September 2009, urging him to try a list of nurses from SK&A. "I said, 'Look, I need nurses. I don't need lists,'" Golden said. Reluctantly, though, he tried a small sample list of doctors and nurses. "The third person I called on the sample list ended up placing and making me one of my largest commissions. Then the same thing happened when I called the ninth person on the list," Golden said of his experience cold-calling the names from the SK&A list.

Once Golden was convinced that SK&A data was different than other data vendors' tired and inaccurate healthcare lists, he purchased selections from SK&A's Office-Based Physician list. "My sales rep, Laura Daniels, understood my problem, asked questions about what I needed and made helpful suggestions," Golden said of his buying experience. "She talked to me like I was the only person in the world or the president of a large company."

Results

The SK&A Office-Based Physician list delivered the same caliber of results as Golden received with the sample list. "I got the same great results, and the list didn't cost a fortune" he said. "The Office-Based Physician list made me hundreds times the dollars I spent on it. Everything I've bought from SK&A since then has made me money. My relationship with SK&A has brought me more than \$140,000 in placements that I wouldn't have had without them."

Golden continued, "SK&A gave me fresh new names so I was able to deliver my clients what I promised them: quality job candidates. This was definitely my most pleasant list-buying experience I've ever had. No other list provider specializes in the medical field like SK&A. I can't tell you the amount of enthusiasm I have for SK&A data."

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Marc Golden, CEO, M Golden Staffing