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Outcomes

28.7%

Decreased in Bounce Rate

7%

Increase Conversion Rate

Widened Scope in
Terms of User Sessions

Total of 204,495 Page Views
from 19,332 Users During
27,652 Sessions Since Launch

How Highmark Health Activated Its Employer Brand and Shaped Its Military Hiring Strategy

A national health and wellness organization with more than 40,000 employees, Pittsburgh, Pennsylvania-based Highmark Health offers health plans, dental solutions, reinsurance, retail eyewear and eye care services, technology-based healthcare, and post-acute management, as well as health services through Allegheny Health Network. The organization ensures that millions of Americans across all 50 states and the District of Columbia have access to services throughout the healthcare cycle, whether they're consumers, business customers or government entities.



Challenge

Highmark Health is a widely recognized name in the Greater Pittsburgh Region; however, it wanted to build visibility in other markets. Lacking a talent pipeline to fill key tech, cybersecurity, finance and actuary positions, Highmark Health needed to boost brand recognition in order to compete with big-name companies like Google, who are outside of the healthcare sphere, while competing with other large Pittsburgh-based companies, like DICK'S Sporting Goods and PNC. Further, Highmark had to fully live out its mission as an employer, which involved upping its veteran and military hiring, emphasizing diversity and inclusion in hiring, and bolstering its campus recruitment efforts.

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Our omnichannel talent marketing approach allows Highmark to deliver a meaningful, consistent brand message by telling authentic employee stories to create an emotional connection with military talent.

- **Bradley Rager**
Employer Brand Manager
Highmark Health

Solution

Highmark Health took an omnichannel approach when rethinking its talent acquisition strategy. This involved reimaging its career website to offer a personalized, seamless candidate experience that's reflective of its employer brand, complete with job cart and job alerts. It also launched a military microsite, a destination for supporting and hiring veterans and their spouses. Featuring videos, testimonials and a blog to support content marketing, the microsite utilizes Google Cloud Talent Solutions' military skills translator to deliver up relevant jobs based on skills. Launching campaigns to support military hiring and campus recruitment, Highmark zeroed in on the talent it seeks, while solidifying its employer brand and employer value proposition.

Results

Supported by Google Analytics, Highmark Health gained insight into its candidate experience while supporting its mission as a diverse, forward-thinking, military-friendly employer. With a rich military talent community, successful campus recruitment strategy and omnichannel approach to talent acquisition in place, its career website saw 204,495 page views from 19,332 users during 27,652 sessions since launching on March 7, 2019, coupled with a decreased bounce rate of 28.7%. Additionally, its conversion rate has been increasing since February, when it was 2.55%; March saw a conversion rate of 6.48%, while April rose to 7%. Meanwhile, the cost per application has decreased slightly from \$10.79 in February to \$9.07 in April, suggesting our campaigns are not only reaching applicants who are interested in Highmark — but they're also applying. Better still, given Highmark wants to expand outside of the Pittsburgh market, candidates from Erie and New York followed second and third in April, respectively, in terms of user sessions.