

COMPANY

Schweiger
Dermatology
Group

INDUSTRY

Healthcare

COMPANY SIZE

500-1000
Employees

Schweiger Dermatology Group is a full-service dermatology group practice. Based out of New York, New Jersey, and Pennsylvania, Schweiger offers comprehensive medical and cosmetic dermatology services in over 50 locations. The company's goal is to provide outstanding care to their patients with a particular focus on exceptional customer service.


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Schweiger Dermatology Group Reduces Turnover by 57%

Challenge

Schweiger Dermatology Group operates over 50 medical offices that offer comprehensive dermatology services. To staff these locations, Schweiger employs a wide variety of roles, from medical assistants and patient coordinators to medical coders and call center representatives.

In 2016, the company took stock of their turnover rate and realized it was a lot higher than they would like, at 60% annual turnover. According to Ana Welsh, Schweiger's VP of Employee Experience, the company was looking to "reduce our turnover and ensure that we are bringing on intelligent, computer savvy people who are a good personality fit for our organization."

Solution

In a targeted effort to reduce their turnover, Schweiger implemented a number of tactics. First, to improve retention of current employees, they transitioned to becoming a more engaged management team with their employees. Part of this involved rolling out a compelling mission and values across the company and developing employee retention programs.

Second, to ensure that they were hiring the right people in the first place, Schweiger revamped their interview process, and they partnered with Criteria in 2017 to administer pre-employment tests to incoming candidates.

Schweiger Dermatology Group now administers the assessments to candidates for every single type of job, from entry level all the way up to executives. The company places the assessment stage after the phone interview as a way to ensure that the right candidates are being invited to the more time-consuming in-person interview.

Results

Lower Turnover

Turnover was what originally led Schweiger to use Criteria's assessments, and within a year, the company experienced a dramatic reduction in turnover. In 2016, before they had started using testing, their turnover rate for the year was 60%. After they started testing in 2017, their turnover rate went down to 26%, representing a 57% reduction in turnover. This improvement remained consistent over time, with their annual turnover rate reaching as low as 21% in 2018.

Schweiger's Revamped Hiring Funnel



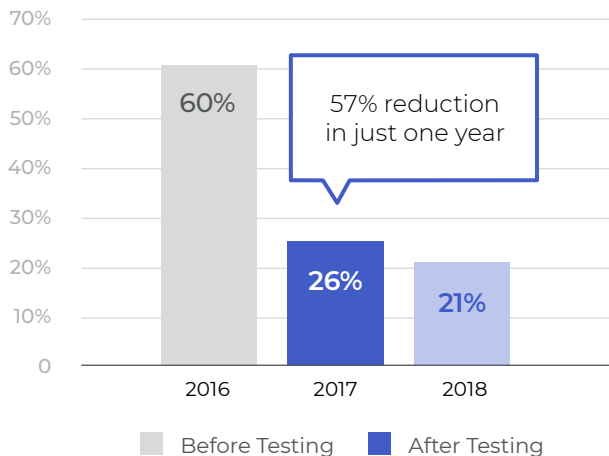
Better Candidate Quality

Schweiger Dermatology Group has experienced a noticeable improvement in the quality of candidates that ultimately come in for an interview. "We are definitely bringing on stronger employees," said Ana Welsh. "It helped us upgrade our population of candidates to a more professional set of people."

Strengthened Employer Brand

By incorporating assessments into the hiring process, Schweiger Dermatology Group also experienced an enhanced level of credibility and strength as an employer brand. Ana Welsh found that candidates who take the assessments have a "respect for our interview process because they realize how serious and comprehensive it is." This contributed to Schweiger's ability to attract a stronger group of candidates from which to select future employees.

Annual Turnover Rate



Selecting the Tests

Schweiger Dermatology Group administers a variety of Criteria's assessments to their incoming candidates. The company also performed internal testing on their top performers to establish appropriate baseline scores for each test.

Criteria Cognitive Aptitude Test

CCAT - A test that measures cognitive aptitude, or general intelligence. The test identifies a person's ability to pick up on training and learn quickly on the job by measuring problem-solving ability, critical thinking, attention to detail, and the ability to learn and digest new information.

Employee Personality Profile

EPP - A general personality inventory that measures twelve personality traits that are predictive of a person's work style. For example, the test can evaluate how well a candidate's personality matches with roles in customer service, management, reception, and more.

Computer Literacy and Internet Knowledge Test

CLIK - An assessment of basic computer skills. It measures a person's proficiency with using Internet browsers and common desktop applications such as email and word processing.

Typing Test

A skills test designed to measure typing proficiency.

EXCEL

A skills test that measures proficiency with a wide range of functionalities in Microsoft Excel.