

KEYSURVEY EMPOWERS A ONE PERSON STAFFING FIRM TO PLACE AND OVERSEE 70 PEOPLE AT MULTIPLE HEALTHCARE FACILITIES

Through her company SSR Medical Temps, Stephanie Deatherage employs about seventy people at hospitals and healthcare facilities through Greater Houston. But the company itself consists only of herself – and with Key Survey, that’s all she needs.

“Having an online employment application is a really powerful marketing tool,” she says, “because most nurses don’t have the time to come in and fill out a paper form. Most of my competitors are much larger than me. They have on-site designers, their own servers, everything else. For me, overhead is a major issue, and hiring somebody to do the programming was not as cost-effective as Key Survey. And this gives everybody the impression that I’m just as big as all of our competitors.”

“It’s just phenomenal... I don’t have to do any mailing or marketing. It happens right away.”

She decided on Key Survey after a friend mentioned the company, although it wasn’t the only option she considered. She looked at a few companies, “but none of them had the same services as Key Survey had. It was a new thing for me, so I was kind of skeptical about it. Key Survey had a thirty-day free trial and that was perfect for me – I could play with it for a few days and make sure it was what I wanted before I signed up for it.”

One of the features Deatherage liked was the ability to give job candidates a password, so that their data, across multiple logins, can be tied to the same profile. She was also impressed with the number of ways she could set the questions up, and by the layout options – and by its ease of use. “It doesn’t take a lot of time to use Key Survey. Just as fast as I type, I can put everything into my computer and it’s done.”

“Key Survey cuts the work down to where I can handle it by myself.”

Deatherage started using Key Survey as a way of letting employees submit applications over the internet. Before, she’d had a basic web form that they could use to enter some information, but which required manual processing and follow-up. Now, Key Survey can take all the relevant information – work history, training, education, references, everything.

“It’s just phenomenal,” she says. “I don’t have to do any marketing, I don’t have to beg these nurses to come in – they find me online, they see I have an application, they apply.”

And that takes a lot of work off me, a whole lot. Because I don't have to phone nurses, I don't have to do any mailing or marketing. It happens right away."

"Key Survey saves me a lot of effort, and it saves me a lot of money... it keeps me a one-man operation."

As well as processing their applications, Deatherage is also beginning to use Key Survey to test prospective employees' competence. Depending on their specialty and field – not everyone she handles is a nurse; she also places therapists, lab techs, medical assistants and anybody else a hospital might employ – she can quiz them on their knowledge of relevant skills and procedures. The electronic format makes grading the quizzes a lot easier, especially when a given applicant might need to take several.

"Key Survey saves me a lot of effort. And I could say it saves me a lot of money, because I don't have the expense of hiring people to do these things. It keeps me a one-man operation," Deatherage says, "because I can do the work of three or four people right now. I don't have to worry about processing the information, I don't have to worry about calling nurses and making them come in. Key Survey cuts the work down to where I can handle it by myself."