



## SUCCESS STORY

# Intervention Insights

## Medical Tech Firm Turns to TalenTrust to Drive Recruiting Strategy and Gain Insight on Employee Engagement

### PROBLEM

Intervention Insights faced the same issues as many companies of their size, stated Russ Ingersoll, the company's Chief Product Officer. "We needed good talent at the middle management level and didn't have the dedicated internal resources to develop and vet a pipeline of candidates."

Clynt Taylor, CEO of Intervention Insights, said, "I had ruled out using traditional recruiting firms. Many recruiting web sites promise to bring you the 'right candidates,' but that still required someone on our team to manage the process, write the job descriptions, sift through the resumes, narrow the list, set up interviews, and make decisions. We didn't have people in-house with the bandwidth to manage that additional work and I didn't want to pay the huge commissions for every hire."

*"In short, every other business model for recruiting simply did not work for us."*

### About

Intervention Insights is on a mission to give patients the best chance at beating cancer. The information technology company aims to address the challenges that result from rapid changes in the science, technology, and business of next-generation cancer care. Intervention Insights was founded in 2009 and is headquartered in Waltham, Massachusetts. Its product, Trapelo, provides doctors, labs, and payers with real-time, evidence-based information and full transparency to make patient-based decisions faster.



### SOLUTION

TalenTrust was selected as a strategic partner based on three key factors of cultural fit, cost structure, and proven track record, explained Ingersoll. He noted, "First, there's a real connection between our team and the TalenTrust team. The TalenTrust team is personable, professional, dedicated and has very high standards. Second, this partnership is very cost-effective, allowing us to invest more in our people after they are hired."

*"The firm's track record is impeccable. The results from TalenTrust really speak for themselves."*

Mario Wanderley, CFO at Intervention Insights, recommended TalenTrust because the investment structure and business model made sense. "Paying a fixed monthly fee for the partnership and results is very economical," explained Wanderley. "And we get more objective advice on the candidates and the compensation to offer. When a traditional recruiter gets a fee that's based on the hire's annual salary, there can be a significant conflict of interest."

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Ingersoll added, “TalenTrust offered us an ideal solution. For a reasonable monthly investment, they literally became our recruiting department, helping us clarify how we describe our culture and define the roles we needed to fill. They drafted job descriptions for our review and began drawing in qualified candidates that they screened for us. When we were ready to hire someone, they set up the interview and when we narrowed it to the finalists, they offered expert, systematized process to select the most qualified candidates. They even helped us send out the offers.”

In addition to providing outsourced strategic recruiting, TalenTrust conducted a People Puzzle Gap Analysis to help the executives at Intervention Insights understand and address the root causes of any people and culture concerns. This comprehensive diagnostic tool helped them understand what was working and not, and included a road map for improvement. The holistic approach from TalenTrust helped Intervention Insights enhance and leverage its company culture, which supports recruiting and retention.

Based on its Gap Analysis findings, TalenTrust formulated recommendations for process development, modifications, and enhancements that would ultimately aid the firm in identifying, onboarding, and retaining top talent that will be critical to the company’s growth goals. The report from TalenTrust listed these top three priorities:

- Assessments: Explore an assessment for pre-hire selection purposes, and for extended use as a coaching and development tool within the onboarding process and beyond.
- Strategic Recruiting Solutions: Continue to partner with TalenTrust to develop and maintain candidate pipelines and to track recruitment sources and conversion metrics.
- Cultural Alignment & Engagement Strategies: Implement an Employment Branding initiative to improve strategic recruitment results for current and future hiring needs.

TalenTrust worked to optimize talent acquisition at Intervention Insights, to take advantage of passive and active candidates, and to process candidates quickly and efficiently to reach a hiring decision. The company now has a consistent process and method by which to assess and evaluate all candidates.

TalenTrust also conducted an employee engagement survey for Intervention Insights, and learned that the firm has excellent company culture, scoring a +100 for their employee Net Promoter Score (NPS). Every employee rated either a 9 or 10 (on a 10-point scale), when asked if they would recommend employment at Intervention Insights to a peer. This insight was used to further leverage the company’s strong employment brand for recruiting efforts.

## RESULTS

*We’ve hired some incredible people and we never would have found them without TalenTrust. These individuals have contributed quickly and exceeded our expectations. The ultimate success of our partnership is reflected in the success of the people we have hired.*

“Since engaging TalenTrust in July 2018, they’ve helped us recruit for five positions – all great people that not only are great performers, but are all a perfect fit for our culture, which was a huge priority for us,” said Taylor.

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Ingersoll added, “The biggest benefit of our partnership is hiring exceptional talent. The outcome is quite valuable for our organization. We’ve hired some incredible people and we never would have found them without TalenTrust. These individuals have contributed quickly and exceeded our expectations. The ultimate success of our partnership is reflected in the success of the people we have hired. The impact has been enormous. The function of hiring takes a lot of work. I don’t know who else could have done this in such an effective and efficient manner.”

“There is no way we could have found these people through online search applications,” emphasized Taylor. “The work to move people through the process would have significantly distracted us from the core focus of our business, and since we don’t do recruiting enough, we aren’t as good at it as TalenTrust. They are experts at this and so they are very efficient and cost-effective. I shudder to think what it would have cost us to pay a recruiter commissions for each new hire we made.”

“The TalenTrust model is great. I like their professional, systematic approach. Both the financial investment and the guaranteed results are key,” said Wanderley. He acts as the fractional CFO for the company, and his firm, Venture Growth Partners, has referred TalenTrust to this and other clients.

*“The overall approach at TalenTrust is very novel. Now that we’ve seen it work, it seems so obvious that recruitment should be ongoing and strategic.”*

Taylor concurred. “I believe the TalenTrust business model is the way of the future for recruiting. Because they work with us on regular consistent basis, they get know us as well as we know ourselves. This makes them an invaluable resource for us.”

“Competing for good talent is as much an art as a science,” noted Taylor. “Telling your story in a compelling way, articulating the value of working for your company is so important in attracting top talent. As busy executives focused on the daily challenges of growing a healthcare technology company, we are not the experts at getting these people on board. TalenTrust is expert. It’s the most cost-effective and beneficial model available today. I thought we would engage TalenTrust for three months make a hire and move on. That was almost a year ago and I can’t imagine not having them as a partner in the future.”