



Early RPO Adoption
Leads to Progressive
Talent Acquisition
Success for M*Modal™

ADP's RPO Solution

As talent management continues to ascend to a higher place on the overall strategic agenda, many companies have come to recognize the vital need for a solid, sustainable solution that can handle the ebb and flow of their own organizational variability. Gaining momentum over the last decade, many forward-thinking companies who successfully navigated the early days of recruitment process outsourcing (RPO) are realizing long term rewards in overall quality and innovation, key factors to a company's ultimate success and longevity. These early adopters not only helped to shape today's RPO industry but are also experiencing the benefits of a robust and sustainable talent management solution.

Case Study Snapshot

For over three decades, M*Modal Inc., formerly known as MedQuist Inc., has been at the forefront of the clinical documentation industry and stands today as the leading provider of interactive clinical documentation and Speech and Natural Language Understanding technology, as well as medical transcription, narrative capture and support services. In 2006, they sought to renew their talent acquisition strategy in order to boost overall efficiency, decrease costs and increase innovation throughout the entire recruiting process.

Experiencing high growth, M*Modal found it critical to find a solution that was nimble enough to flex with the quickly evolving industry but one that also helped ensure high quality talent to serve M*Modal's expanding client base.

With M*Modal working under tight deadlines to fill niche positions with unique and complex needs, it was also vital to find a partner with the ability to provide on-going recruitment expertise as well as full life-cycle administrative support. Transitioning into an RPO partnership with The RightThing, LLC. in 2006, M*Modal was able to create a more sophisticated, strategic approach to talent acquisition.

Early Years

Aligning closely with key client stakeholders, a dedicated account team from ADP, formally The RightThing® at that time, worked thoroughly throughout the implementation process to understand M*Modal's organizational culture, ideal candidate profiles and unique pain points. A robust sourcing strategy was then created to target both passive and active candidates through a variety of mainstream and niche channels. Utilizing ADP's scalable recruitment support expertise, a proactive talent pool was formed to aid in on-going recruitment needs.

To help increase candidate quality and streamline efforts, M*Modal and ADP worked together to create a candidate pre-screen assessment that enabled M*Modal to identify top talent earlier in the process. From there, a new phone interview guide was designed to help assist the RPO team in identifying the right fit for the organization. By fully integrating RightThingRecruit® into M*Modal's technology system, M*Modal gained the ability to automate previously manual tasks such as scheduling, offer extensions, new hire paperwork, on-boarding and reporting.

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RPO Case Study - M*Modal

Automated communications also provided an enhanced candidate experience and faster turnaround times.

Understanding that process change is never easy, M*Modal's senior leadership worked closely with ADP to keep open lines of communication at all times through daily and weekly phone calls and on-site process reviews. Ad-hoc reporting data effectively depicting monthly sourcing efforts both internally and externally also enabled ADP to consult, educate and partner with stakeholders by providing concrete documentation of the current hiring landscape. This also helped enable continuous improvement opportunities and increased levels of buy-in from the entire HR function.

With a new, more efficient recruiting process in place, M*Modal began to experience reduced cycle times, increased applicant traffic and improved candidate care and communication. Additionally, the successful commitment to continuous recruitment led to a high quality talent pool. Today, the database stands at nearly 50,000 applicants and has become one of M*Modal's most successful hiring resources.

Partnership Evolution

With a solid partnership foundation in place and proven ability to provide valuable ROI to M*Modal's larger talent acquisition strategy, the partnership expanded to take on additional positions including niche specialties, high ESL functions and roles requiring non-traditional hours. ADP's services were also expanded to include assistance with M*Modal's new grad hiring program and the inclusion of a robust social media solution.

Completing a number of acquisitions to aid in company growth, M*Modal also engaged ADP as a partner in the onboarding of new employees by bridging the administrative gap and providing support. This enabled M*Modal to provide high touch assistance to newly acquired employees during their first few

critical weeks without interruption to the on-going day-to-day internal HR activity.

In October of 2011, MedQuist's merger with M*Modal led to the overall rebranding of the organization's name and blended service offerings. Core account team members from ADP played an active role in assisting M*Modal with their employment rebranding efforts and provided key update support to help ensure a seamless conversion.

Looking to the Future Since the start of the relationship, ADP has assisted M*Modal in hiring over 5,000 employees and continues to expand its service to M*Modal. Working together to create a more economical and efficient hiring process enabled M*Modal to boost quality which in turn led to industry leading client service and the ability to more successfully keep pace with the ever-changing industry. "The committed partnership between M*Modal and ADP ensures M*Modal remains the employer of choice in the industry, attracting the most highly-skilled medical transcriptionist talent and enabling M*Modal to deliver documents on time with the superior quality our clients count on each and every day," noted Toni Carlton, Director of MT Staffing & Resources, M*Modal. •

About ADP

Employers around the world rely on ADP (NASDAQ: ADP) for cloud-based solutions and services to help manage their most important asset – their people. From human resources and payroll to talent management to benefits administration, ADP brings unmatched depth and expertise in helping clients build a better workforce. A pioneer in Human Capital Management (HCM) and business process outsourcing, ADP serves more than 630,000 clients in 100 countries. ADP.com.