



# Partnering with ADP® to achieve their strategic vision

Jessica Larson, senior vice president of HR at Center for Diagnostic Imaging (CDI), a healthcare organization serving more than one million patients a year, in outpatient imaging centers and mobile facilities, spoke with us about the challenges of keeping up with payroll regulations in more than 45 states and finding new ways to recruit and onboard new talent. Read her interview below.

## Business challenges

### ADP®: What are the business challenges facing CDI?

**Larson:** One of the challenges is growth. While it's exciting, we've more than doubled the number of company locations and employees in 45 states through merger and acquisition since 2012. That's a lot to keep up on in terms of payroll-related legislation and compliance. We operate in the state of California, for example. California changes every year, so I have to work very hard to stay up to date in terms of what's happening in California. We'd be buried if we didn't keep up!

### ADP: Why did you re-evaluate your previous payroll partner?

**Larson:** We had issues with our prior provider from a service perspective. Service wasn't easy. We wasted a lot of time that we didn't have going through HR and Payroll processes. There were tax issues. So back in 2010 we went through an RFP process and selected to move forward with ADP due to their self-service capabilities, after narrowing our choice down to ADP and another payroll provider. In 2012, we doubled our size through a merger and that company was using a different payroll provider. Again, we chose ADP because we were impressed with what ADP was willing to offer in terms of product, pricing, service, and support.

Jessica Larson  
Senior Vice President,  
Human Resources



## Quick facts

-  **Company:** Center of Diagnostic Imaging (CDI)
-  **Headquarters:** Minneapolis, Minnesota
-  **Industry:** Healthcare
-  **Employees:** 2,400
-  **Product:** ADP Workforce Now

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## **ADP: You're tasked with developing recruitment and employee engagement strategy. In what way?**

**Larson:** People are the main strategic focus of our company and we're trying to make the move from being tactical to being more strategic. It starts with engaging them and bringing them into our culture right from the start. Knowing how to communicate with them. Creating a streamlined selection and onboarding experience.

## **Business solutions**

### **ADP: What are the benefits of using ADP solutions within your HR business strategy?**

**Larson:** We've really been able to utilize the ADP Workforce Now platform, and the Talent Management module in particular, to have all of our onboarding tools online, so we're paperless from an offer perspective and the initial onboarding paperwork that every employee has to fill out. We're increasing touchpoints with recruitment management. We were able to set up emails that automatically go out. We can text our candidates. We can utilize social media. We're very big into using Twitter, LinkedIn and Facebook and now, we can, enhancing that entire process.

### **ADP: Is managing ongoing growth a difficult task for you?**

**Larson:** Growth is something that's very exciting but it's also something that poses challenges and when you're a national organization, we have to stay up to date on the laws that are changing in every one of the 45 states we operate in. Compliance is one of those things that keeps me up at night. ADP is a solution that helps me manage and make sure that we're in compliance from an employment perspective.

### **ADP: Working for what must be a data-intensive company, how do you manage all that data?**

**Larson:** I do work for a data-intensive company! On the executive team with me there are three individuals who are "recovering CFOs," so we look at data in a lot of different ways. With Workforce Now we can look at our company as a whole, or slice it by zones, or markets, or corporate. We can look at length of service Generations. We look at data by position and maybe that data has to be massaged a bit, but all of those fields are in one system. So I'm not going to one place to get the person's title and to another to get what generation they're in, and then over here to find out how long they've been with the company. I can select all of those fields through advanced reporting and pull out whatever I need to get the information I want.

### **ADP: What would you tell a peer who is considering a partnership with ADP?**

**Larson:** ADP earned our business because they have flexibility and were willing to work with us to meet our business needs. ADP has kept our business because they are a strategic partner and are there to continually work with me and make sure that we're getting what we need as we grow as an organization. ADP is the solution that can provide me with what I need.



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