



CASE STUDY

Winning the Talent Game: Broward Health's Success with CoreHire



The Challenge

Finding specialized talent in a competitive market

Broward Health, one of Southeast Florida's largest healthcare systems, had a tough challenge: filling hard-to-fill roles across multiple specialties while also making sure their job postings reached the right candidates. With a limited local talent pool, they needed a way to expand their reach and attract top-tier healthcare professionals.

The Solution

Casting a wider net with CoreHire

To supercharge their hiring efforts, Broward Health partnered with CoreHire and went live in August 2024. With 1,001 jobs posted across Aya's extensive healthcare talent marketplace, they were able to get direct access to one of the largest pools of healthcare professionals looking for work. CoreHire's easy job feed setup and hands-on support helped streamline their process and hire the best people.

The Results

More visibility. More applicants. More hires.

In just the first 90 days, Broward Health saw a major shift in their hiring success:

Thousands of interested candidates

- 16,282 job views
- 775 applicants & 584 unique candidate submissions across 28 specialties

Real hiring impact

- Since launching, they have extended dozens of offers and made 43 hires—with more on the way
- This includes 7 specialized positions secured early on, including much-needed PICC RNs and imaging specialists

With CoreHire's user-friendly features—like comprehensive candidate profiles that highlight work history and licensing upfront—Broward Health is making faster, smarter hiring decisions. And with specialized talent now coming in from beyond their immediate area, they're proving that the right solution can turn even the toughest hiring challenges into success stories.

“ I'm rating CoreHire a 10/10. These are quality candidates who may not have otherwise applied had they not seen the jobs on Aya. ”

– Deven Silverman, Executive Director of Talent Acquisition, Broward Health