



21ST CENTURY ONCOLOGY SEES MORE APPLICANTS FROM THEIR LOCALiQ RECRUITMENT CAMPAIGNS.

21ST CENTURY ONCOLOGY

ABOUT

21st Century Oncology is the largest independent cancer-care company in North, Central, and Latin America and has been serving patients for over 30 years. In their numerous medical oncology offices, 21st Century Oncology treats cancer patients from Florida to Washington.

CHALLENGES

21st Century Oncology wanted to refocus their message to align with the mission statement and values of their business to bring in additional like-minded team members. Their biggest challenge was thinking in more non-traditional ways to get their message in front of their community. They needed a marketing partner to share that unique culture with potential team members.

SOLUTIONS

21st Century Oncology partnered with LOCALiQ RECRUITMENT for an integrated campaign that included Social Media Marketing and Social Ads. This allowed them to establish a presence on top social media sites with detailed campaigns to attract the right candidates they were looking for.

RESULTS

Through a custom marketing campaign with LOCALiQ RECRUITMENT, 21st Century Oncology was able to get more applications from highly-qualified candidates, aligning with their overall recruitment goals. They see the LOCALiQ RECRUITMENT team as a valued partner that not only delivers results, but also provides expert advice, a strategic vision, and a client-first attitude.

“The [LOCALiQ RECRUITMENT] team is professional, ethical, and enjoyable to work with. They help us refine campaigns to ensure candidates are highly-qualified, and we’re seeing results.”

*Janner Holliday
LMS and Policy Management
21st Century Oncology*