



FreeConferenceCall.com



### Snapshot

**Customer:**

The Hygeia Group, Inc

**Industry:**

Healthcare Recruitment

**Challenge:**

The company needed a reliable audio conferencing service for extensive interviews with candidates, as well as its bi-monthly team meetings

**Benefits:**

Overall productivity levels increased because the company eliminated the chore of waiting on replies or missed phone calls that would have delayed specific hiring initiatives.

## The Hygeia Group, Inc.

### FreeConferenceCall.com is On the Job for Healthcare Recruitment Firm

“Simply put, the product works! It has exceeded all our expectations and made our process more efficient.”

Dan R. Friesland  
Co-Founder &  
Director of Sales & Marketing  
The Hygeia Group

#### The Challenge

Managed care has created many opportunities within the healthcare field, especially impacting how physicians practice medicine. One result has been the increased use of “locum tenens,” or temporary physician staffing. Locum tenens, a Latin term meaning “one holding a place,” has become an alternative to full-time practice and a viable career option for physicians in all specialties. Physicians have recently been compelled to go this route since it gives them the freedom and flexibility to practice medicine at their discretion.

In an \$80 billion dollar healthcare industry, the locum tenens segment comprises \$2.7 billion. The Hygeia Group, Inc. ([www.hygeiagroup.com](http://www.hygeiagroup.com)), based in Salem, VA, is an organization that has built its staffing model on the permanent as well as locum tenens market.

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## Hygeia Group, Inc.

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The company was founded in March 2004 to provide a platform for physicians and other healthcare professionals to “confidentially and discreetly” launch a continuing or new healthcare related career. The Hygeia Group optimizes the most advanced technology to deliver results to both its clients and prospective candidates. The company boasts an extensive database replete with crossover technology candidates whose experience and skill set are powered by advanced degrees in IT, Pharma, BioChem, Molecular, and/or Engineering.

According to Dan R. Friesland, co-founder and Director of Sales & Marketing for The Hygeia Group, healthcare recruiting is highly Internet-driven and companies such as The Hygeia Group live and die by the ability to reach out to people across the country, as well as HR professionals within the realm of hiring. “Technology is evolving very rapidly within our market to the point where we only deal with the less complicated versions of software or Web-based firms offering solutions to streamline our process,” Friesland said.

“Audio conferencing is a pivotal technology at The Hygeia Group,” added Friesland. “We use audio conferencing extensively for both interviews with candidates and for our bi-monthly team meetings.” Depending on the topic, these teleconferences can include as many as 20 participants. Topics include healthcare recruiting issues, information on prospective candidates, and other client action items. These conferences also provide an invaluable forum for team members to openly discuss the company and build best business practices for products and programs.

Friesland explored many conferencing providers before settling on one. The company’s first foray into audio conferencing ended in chaos and disappointment. “We had a very important conference call, and when we went to use the service, dial-in numbers did not work, and access codes were changed, delaying our group discussion,” recalls Friesland.



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### The Solution

Friesland immediately emailed the group and postponed the call an hour to try and remedy the situation. After conducting an Internet search using the keywords “conference calling,” he found FreeConferenceCall.com.

The Hygeia Group has been on board with FreeConferenceCall.com since January 2006. “We were extremely fortunate to find FreeConferenceCall.com that afternoon after our previous provider failed us,” said Friesland. “Ever since that day, we have stuck with this service, as the combination of ease of use and high quality connections gives our candidates and employees the best clarity without delayed conversations or drops.” The fact that the teleconferences were free also made it a very easy decision for The Hygeia Group.

### The Results

To date, The Hygeia Group has realized significant efficiencies in its business since utilizing FreeConferenceCall.com’s services. “Our overall productivity levels increased because we no longer had to contend with waiting on replies or missed phone calls that would have delayed specific hiring initiatives,” explained Friesland. “That alone has proved invaluable in terms of time savings.”

In addition, revenue generation is predicated on two variables – a job order from a client or a qualified candidate to fill the job. Since The Hygeia Group shares placement fees with its business alliances, it is critical to be in constant contact with all parties involved in placing candidates, especially since this is a time-sensitive process. Typically, this includes much time spent on audio conferencing and email campaigns to present candidate qualifications to clients. “Using FreeConferenceCall.com has made this a smoother process that consumes less time, gains us overall efficiency and enhances our client retention rates,” said Friesland.

The Hygeia Group does not want to relive the negative experience from the use of its previous conferencing provider. “FreeConferenceCall.com has exceeded our expectations and the ease of use is transparent to our work processes,” said Friesland.