Case Study: Provider Recruitment Microsite

Delivering a Scalable, Searchable Platform for Healthcare Talent Acquisition

ARC4 CASE STUDY

Provider Recruitment Microsite

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Client Snapshot

A regional healthcare system with a multi-state footprint, focused on recruiting physicians and specialized providers across hospitals, clinics, and care facilities. The organization required a scalable digital solution to improve recruitment visibility and streamline candidate exploration.

26	2000+	175	45
Locations across the Midwest	Providers in network	Average provider job openings	Departments and Service Lines supported

CLIENT TYPE

Regional healthcare system

INDUSTRY

Healthcare and hospital services

BUSINESS MODEL

Multi-location healthcare provider network

ENGAGEMENT SCOPE

Recruitment microsite development,
Search architecture,
HR platform integration,
Dynamic directory creation

Executive Summary

A leading regional healthcare system operating hospitals, clinics, and care facilities across multiple states partnered with Arc4 to improve how it attracts and organizes provider recruitment opportunities.

As the organization expanded, recruiting physicians and healthcare providers across specialties and geographies became increasingly complex. While job listings existed within internal HR systems, they were difficult for candidates to navigate, filter, and evaluate in a meaningful way.

Arc4 designed and implemented a dedicated recruitment microsite that transforms internal job data into a structured, searchable experience. The platform organizes opportunities by specialty, location, and facility while integrating directly with the client's HR system to ensure accuracy and scalability.

CASE STUDY

The Challenge

Healthcare provider recruitment requires a highly specific search experience. Candidates evaluate opportunities based on specialty, geographic preferences, facility type, and employment requirements such as sponsorship or role structure.

Prior to this engagement, job data lived primarily within the client's HR platform. While technically accessible, it lacked structure, making it difficult for candidates to explore opportunities across locations and specialties.

KEY CHALLENGES INCLUDED:

- No centralized experience for exploring provider opportunities
- Limited visibility into roles across regions and facilities
- No structured directory by state, city, or hospital
- Difficulty connecting job listings to location-specific context
- Limited filtering capabilities aligned with provider search behavior
- No dedicated recruitment experience tailored to healthcare providers

The organization needed a platform that could transform fragmented HR data into a cohesive recruitment experience.

CASE STUDY

Strategy

Our Strategy

Arc4 developed a dedicated recruitment microsite built on directory architecture, guided search functionality, and direct HR platform integration.

The goal was to create a system that organizes opportunities in a way that mirrors how providers actually search for roles, while maintaining real-time accuracy and scalability.

Key strategic priorities included:

Centralized Recruitment Directory

A structured directory organizes opportunities by geography, enabling candidates to quickly identify where roles are available.

Location-Specific Pages

Each facility features a dedicated page with contextual information about the hospital, community, and available roles.

HR Platform Integration

Direct integration ensures job listings are automatically updated, accurately categorized, and connected to relevant locations.

Guided Search Functionality

Dynamic filters allow candidates to narrow results based on specialty, location, employment type, and additional criteria.

OVERVIEW

Highlights

Arc4 designed and launched a fully integrated recruitment microsite that combines multiple components into a single, scalable platform.

Content-Rich Location Pages

Each page highlights facility details, open roles, regional benefits, and community insights to support candidate decision-making.

Dynamic Recruitment Directory

Displays provider opportunities across states, cities, and facilities, allowing users to quickly navigate to relevant locations.

Structured Job Listings

Role cards present key details such as specialty, location, employment type, and posting date in a clear, scannable format.

Advanced Search Experience

Filters enable candidates to refine opportunities based on specialty, geography, role type, and eligibility requirements.

Seamless Data Integration

The platform syncs directly with the HR system, ensuring listings are updated daily and connected to the correct locations.

Scalable Architecture

Built to support growth, the system allows new roles and locations to be added without additional development.



- Recruitment Microsite
- Guided Job Search
- Dedicated Local Job Pages
- Regional and Department Career Pages
- Dedicated Benefits & Compensation Experience
- Directly Integrated to Application Tracking Systems

OVERVIEW

Measurable Outcomes

1	**Unified Recruitment Experience**	All provider opportunities are now organized within a centralized, structured platform.
12X	**Improved Discoverability**	Candidates can easily explore roles across specialties, regions, and facilities.
40%	**Enhanced Candidate Experience**	Search functionality aligns with real-world provider decision-making.
100%	**Real-Time Data Accuracy**	Job Listings remain continuously updated through direct HR system integration.
1	**Scalable Recruitment Infrastructure**	Singular platform that supports ongoing expansion without operational complexity.

What Sets Us Apart

Scaleable Healthcare Digital Experiences

Arc4 supports healthcare organizations that need to scale digital experiences across providers, specialties, and regions. Website implementation and SEO are designed together to ensure patients, physicians, and partners can easily find the right information, locations, and care options.
We focus on building structured, scalable systems that handle the complexity of healthcare. From provider profiles and facility pages to service line content and regional experiences, everything is designed to support growth while maintaining accuracy, consistency, and performance across the entire network.

Each experience is built around how patients search and make decisions. Local SEO, content structure, and user experience work together to ensure providers and facilities are discoverable, trusted, and positioned to drive meaningful engagement across every market.

- Experience Across Complex Healthcare Provider and Facility Structures
- Frameworks Built for Scaling Providers, Locations, and Service Lines
- Understands Regional, Local, and Specialty-Based Search Behavior
- AEO and GEO Integrated Into Healthcare Search Strategies
- Combines Implementation, SEO, and Content Into One System
- Built to Support Accuracy, Compliance, and Ongoing Growth

OVERVIEW

About Arc4

Arc4 is a digital agency focused on building and operating scalable digital experiences for multi-location organizations.

Arc4 works with franchise, retail, and multi-location brands where national marketing must translate into measurable performance at the local level. This includes websites and franchise platforms, location page ecosystems, SEO and local SEO strategies, paid media programs, and integrations with CRM and marketing systems to support growth.

Arc4 brings deep experience delivering for organizations with complex content, integration, and operational requirements. Our work focuses on building systems that are scalable, maintainable, and designed for long-term performance across both brand and local channels.

What We Deliver at Scale:

- Websites and digital platforms designed to support multi-location and multi-region operations.
- SEO, AEO, and content strategies that drive both national visibility and local demand.
- Local and paid media strategies built to capture and convert high-intent traffic.
- Governance frameworks that enable distributed teams while maintaining consistency.
- Ongoing optimization, performance management, and post-launch support tailored to franchise brands.

Trusted by the World's Largest Multi-Location Brands

Request a Consultation