



## SUCCESS STORY

# Taking Flight

### ClearCo Recruiting Tools Help Pegasus Senior Living Soar to New Heights

#### About the Customer



Operating 37 senior living facilities across 12 states, the employees of Pegasus Senior Living are driven by a mission to provide quality care to every resident. To fulfill this mission, Pegasus needs a steady stream of highly qualified candidates to staff a variety of positions from entry-level care associates to certified medical technicians.

*"My team tries to focus on getting quality, passionate candidates to serve our residents, and we try to onboard and train thoughtfully so they have the tools necessary to do what they need to do."*

*-Katheryn Pigott, Sr. Vice President of People and Culture*

- Pegasus Senior Living now has an efficient recruiting process utilizing innovative communications tools to engage candidates from application to onboarding.
- Hiring teams are also more engaged and with intuitive features that allow them to take a more active role in recruiting.
- ClearCo helped Pegasus reduce their reliance on staffing agencies, saving over \$800,000 in payroll costs from 2022 to 2023.

#### The Challenge

After the COVID-19 pandemic, the healthcare labor market tightened significantly. Entry-level positions experienced higher turnover, and candidates for positions that required more education and experience were asking for more flexibility and higher pay. Pegasus Senior Living's previous applicant tracking system had a limited feature set, was unintuitive for hiring managers, and offered inadequate reporting tools. Like many organizations, they ended up relying on expensive staffing agencies to recruit quality candidates.

*"The inefficient system that we were previously using made it harder for the teams to go into the system, or to even want to engage in the recruitment process. So we were heavily utilizing agencies at the time."*

*-Katheryn Pigott, Sr. Vice President of People and Culture*

**We have seen increasing candidate flow across the board. In addition, I would say the quality of the candidates coming through has improved as well. It's nice to see that robust candidate flow.**

**Jan Ellis**

Talent Acquisition Manager, Pegasus Senior Living



When we started with ClearCo, 18 of our communities were using external staffing agencies. We're now down to about 6 and it's so minimal in comparison to what it had been. It's a completely different ballgame.

### Katheryn Pigott

Sr. Vice President of People and Culture, Pegasus Senior Living



*"I love the ability to quickly access a candidate's profile. I can review multiple candidates and decide whether we're going to move forward with them and then be able to just click a button and send a mass email out."*

*-Jan Ellis, Talent Acquisition Manager*

### The Solution

Fortunately, Pegasus Senior Living discovered ClearCo's Advanced Recruiting Suite to help them find, engage, and hire top talent. With innovative candidate communications tools like text messaging, bulk emailing, and message templates, Pegasus could immediately connect with candidates and keep them engaged through the entire recruiting process. Intuitive features like candidate grading and shared candidate notes help the hiring team fairly and efficiently evaluate applicants.

And now they can instantly pull key reports to see the number and age of their job postings, diagnose issues in their recruiting process, track offers made, and much more.

*"The ability to text candidates from the system honestly has really been a game changer for us."*

*-Jan Ellis, Talent Acquisition Manager*

### The Results

With help from ClearCo, Pegasus Senior Living has built a robust recruiting pipeline powered by leading-edge tools. Their hiring teams are also more engaged, with intuitive tools that allow them to take a more active role in recruiting.

Most importantly, Pegasus has reduced their reliance on staffing agencies, saving a huge amount in payroll costs. Those savings that can be used to provide the best care for their residents, for years to come.

*"The overall satisfaction of our communities has significantly increased since making the transition from our other applicant tracking system. They see how user-friendly it is. It's intuitive and they are able to navigate through it seamlessly."*

*-Jan Ellis, Talent Acquisition Manager*

### The ClearCo Difference:

**"At ClearCo, we believe that every senior deserves the best care in their golden years. We're proud to partner with the dedicated people of Pegasus Senior Living, who celebrate and enhance all lives with kindness and integrity."**

### Christine Rose

Chief Customer Officer,  
ClearCo

