

Healthcare & IT

Est. 1979

Employees

10,000+

Headquarters

Madison, Wisconsin

Early Talent Hires per Year

1,800


**Forbes' Best Employers
for Diversity 2020**

Epic Boosts Brand Awareness to Compete for Diverse Tech Talent Nationwide


50%

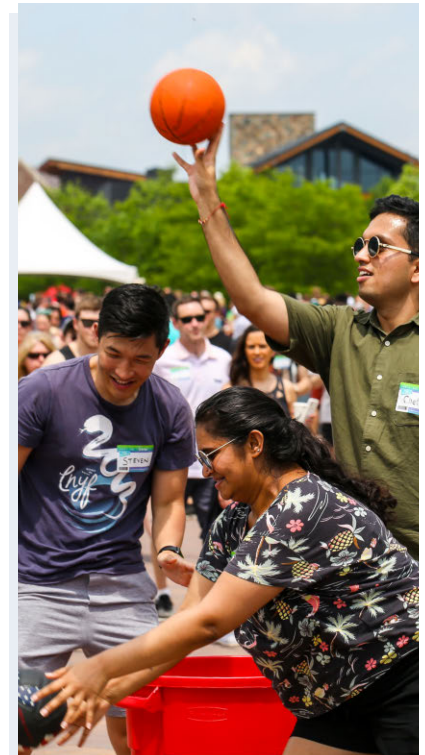
increase in qualified applicants


42%

increase in applicants from underrepresented groups


3.4x

applications compared to industry peers



Epic is a software company in Madison, Wisconsin specializing in healthcare information technology. Epic traditionally relied on career fairs and resume books to source early talent, but with COVID-19 increasing demand for healthcare talent, Epic found they needed a more flexible and reliable way to expand their brand awareness within the competitive tech industry.

Challenges

Epic found themselves competing with other tech companies with greater brand recognition. Plus, their traditional career fair-heavy strategy wasn't delivering a talent pool diverse enough to meet long-term goals.

Brand Awareness

Epic needed to boost brand recognition to compete with the biggest tech brands.

Personalized Talent Engagement

Epic wanted to engage more students on a personal level, build meaningful relationships at scale, and increase applications from candidates.

Team Bandwidth & Regional Talent Limitations

Epic looked to reach top tech talent nationwide that would allow them to source candidates by their willingness to live in Wisconsin, but limited time meant they could only attend a handful of career fairs across the country.



Solutions

Through working with Handshake, Epic expanded their recruiting network to over 680 schools, dramatically boosting their brand awareness among qualified talent through personalized messaging and virtual info sessions. As a result, Epic began moving towards a digital-first strategy using Handshake Premium's suite of tools to build relationships at scale.

1. Wider Brand Reach

Epic now gets **4.7x the number of employer page views** and **4.8x the number of job views** compared to their tech industry peers.

2. Increased Pipeline Diversity

Handshake filters allow Epic to ensure technical talent has the right engineering credentials while layering the ability to engage students.

3. Optimized Campus Recruiting Mix

Epic has enjoyed a 50% increase in applications in 2020 and a leap of job applications from new partner schools.

Today, **Epic sources a full 25% of their early talent hires from Handshake** and has seen a **60% increase in the number of pre-qualified students sourced on Handshake**.

Results

Thanks to the success they've had with Handshake, Epic has moved to a 100% digital recruiting strategy for early career positions in the 2020-2021 recruiting season, delivering much-needed clarity and predictability to their recruiting strategy in an otherwise uncertain time.

- **50%** increase in total applications
- **42%** increase in applicants from underrepresented groups
- **24%** increase in women in STEM applicants
- **87%** of connected schools producing qualified applicants
- **3.4x** applications compared to their industry peers

Reach out to learn how to build a proactive recruiting strategy.

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