CIEL®
HR inspired by science



CASE STUDY

A Leading Healthcare Organisation

BACKGROUND

A leading healthcare organisation was building an integrated healthcare ecosystem spanning hospitals, clinics, ambulatory care and homecare. With an urgent requirement to establish an initial workforce of 300–400 employees in Pune within 4 months, the organisation needed to mobilise talent across a wide range of clinical and non-clinical roles.

This was the first phase of a larger expansion, with 3,000+ additional hires planned across North and South India by the end of 2027. The workforce comprised 60% clinical and 40% allied healthcare and corporate roles, requiring a recruitment partner with specialised healthcare hiring expertise and the reach to address diverse talent needs.



CHALLENGE

The client needed a specialised recruitment partner capable of managing the urgency and complexity of the initial hiring programme while preparing for its longer-term growth.

- *Reaching super-niche and niche healthcare professionals alongside candidates for high-volume and non-clinical positions.*
- *Meeting the 4-month hiring timeline across multiple disciplines and locations.*
- *Generating an estimated 2,200–2,400 qualified profiles to support the initial recruitment programme.*
- *Establishing a delivery model that could accommodate changing workforce requirements as the organisation expanded.*

SOLUTION

CIEL HR assembled a dedicated team of healthcare hiring specialists, combining clinical and non-clinical recruitment expertise with its pan-India branch network. The team comprised 2 project managers, recruitment coordinators and multiple offsite recruiters, supported by CIEL HR's wider recruitment network.

Talent mapping and sourcing covered Pune, Mumbai, Nashik, Nagpur and other parts of Maharashtra. The team drew on talent databases, job portals, referrals, direct headhunting and focused hiring drives to reach professionals across the required disciplines. AI-enabled sourcing and screening supported profile identification and assessment, while defined service-level agreements, regular MIS reports and progress dashboards helped maintain coordination throughout the engagement.

The sourcing plan accounted for 2,200–2,400 qualified profiles over 4 months, equivalent to approximately 550–600 profiles per month.



Business Benefits

- *CIEL HR's specialised healthcare recruitment capabilities helped the client access talent across clinical, allied healthcare and corporate functions.*
- *A dedicated team and multiple sourcing channels extended the client's reach across healthcare talent markets in Maharashtra.*
- *AI-enabled sourcing and structured recruitment governance supported candidate identification, assessment and progress tracking.*
- *CIEL HR's specialised healthcare hiring expertise and coordinated recruitment approach helped strengthen the client's employer brand visibility and credibility, while creating a more consistent candidate experience.*
- *The delivery model was designed to accommodate the client's planned expansion, including 3,000+ additional hires across North and South India by the end of 2027.*



Illustrative List of Roles Filled

Doctors

- *Cardiothoracic Surgeons*
- *Neurosurgeons*
- *Interventional Cardiologists*
- *Oncologists (Medical/Surgical/Radiation)*
- *Neonatologists*
- *Intensivists/Critical Care*
- *Transplant Specialists*
- *Internal Medicine (Physicians)*
- *Anaesthetists*
- *Radiologists*
- *Emergency Medicine Specialists*
- *Paediatricians*
- *Orthopaedic Surgeons*
- *Dermatologists*
- *RMOs*
- *Duty Doctors*
- *MBBS (1–5 yrs)*
- *Junior Consultants*

Nurses

- *ECMO Nurses*
- *Cath Lab Nurses*
- *Transplant/OT Specialty Nurses*
- *Senior Critical Care Nurses*
- *ICU Nurses*
- *Emergency/Trauma Nurses*
- *OT & Recovery Nurses*
- *NICU/PICU Nurses*
- *Senior Homecare Nurses*
- *General Ward Nurses*
- *Staff Nurses*
- *OPD Nurses*
- *Nursing Aides*



Illustrative List of Roles Filled

Corporate & Non-Clinical

- *Hospital Administrators (15+ yrs)*
- *Quality/NABH Heads*
- *Digital Health Architects*
- *RCM/Data Transformation Leaders*
- *Strategy/Expansion Heads*
- *HRBP (Healthcare)*
- *TA (Clinical & AHP hiring)*
- *Finance (Hospital P&L)*
- *Supply Chain (Medical Consumables)*
- *Healthcare Marketing*
- *Hospital/Clinic Operations*
- *Front Office Executives*
- *Billing Executives*
- *Admin/Facility Staff*
- *HR/Finance/IT Generalists*
- *Call Centre/Customer Care*

Allied Health Professionals (AHP)

- *Perfusionists*
- *Senior CT/MRI Technologists*
- *Clinical Microbiologists*
- *Senior Dialysis Specialists*
- *Specialist Physiotherapists (Neuro/Ortho/Sports)*
- *Radiology Technicians*
- *Lab Technicians*
- *Dieticians*
- *Pharmacists*
- *EMTs*
- *Respiratory Therapists*
- *X-Ray/Lab Technicians*
- *Basic OT Technicians*
- *Pharmacy Assistants*
- *IT, Data Center*



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