

HireReach Case Studies Series



HOLLAND HOME

How a nonprofit senior care organization — with 1,500 employees in a high-turnover industry — streamlined and improved its hiring process to deliver better care.



Ours is a very relational environment, where employees are holding the hands of our residents. I always say we hire for the heart. We can train for the skills for our entry-level positions, but this helps us get to the heart of the individual.

— DOUG HIMMELEIN, executive vice president of Human Resources & Operations

For us, the excitement came just knowing that there was a tool out there that could help us better understand a candidate ... and reduce all of that white noise of the hiring process.

— SUZANNE BOLT
director of Human Resources



Discover why 98.2% of HireReach graduates report that the program prepared them to design a skills-based hiring process at their organization:



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Scan this code to learn more. (<https://www.hirereach.org/contact-us>)

The Employer

Founded in 1892, Holland Home is one of Michigan's largest nonprofit providers of senior services, with about 1,500 employees caring for more than 2,500 people daily, providing residential, rehabilitation, memory care, health care and hospice services.

The Challenge: A Better Process to Hire the Right People

Holland Home wanted a fair process to evaluate candidates for soft skills that can result in better care to patients. Working in an industry with traditionally high turnover, the organization sought to streamline the process of hiring the right candidates.

The Solution

Holland Home enrolled in HireReach in 2023 and launched its skills-based hiring process in February 2024. After starting with a select group of employees, the organization decided to scale across all hiring. Roughly 150 employees had been hired using the process in the first seven months.

The Results

- Quicker hiring decisions
- Better hiring decisions
- An opportunity to use data to evaluate the process



West Michigan Works!, the region's Workforce Investment Board, was a founding partner of HireReach and served as its initial parent agency. HireReach now operates under the auspices of Strategic Workforce Solutions, a 501(c)3 created by West Michigan Works! to advance workforce innovation. JOFI®, a registered trademark of Metrics Reporting Inc., is the technological partner of HireReach, providing expertise in industrial psychology, assessments, compensatory scoring and legal defensibility.