



HEALTHCARE  
**SALES & MARKETING**  
RECRUITMENT SPECIALISTS

Together we can place the right people to launch new products and technologies to the market that will truly add value and improve patient outcomes across Australia.





# WELCOME TO **HPG**

At Healthcare Professionals Group, we provide comprehensive recruitment services across all areas of healthcare, Australia-wide.

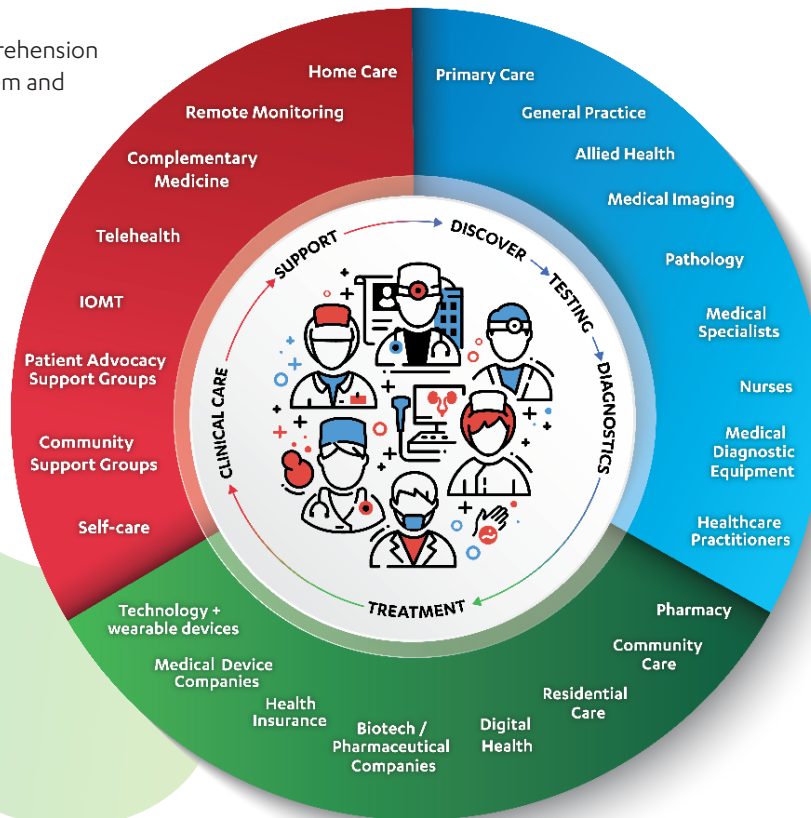
Together, we can enhance the lives of patients all over Australia and secure the future of our healthcare.



## ACROSS OUR ORGANISATION

### WE RECRUIT EVERY POSITION THROUGHOUT THE PATIENT JOURNEY

As such, we have a unique comprehension of the entire healthcare ecosystem and how it integrates.



## OUR VALUES AT THE CORE OF EVERY RECRUIT



### Knowledge.

Of every aspect of the healthcare ecosystem.

**40+**

Highly qualified and healthcare experienced staff.



### Connectivity.

Broad networks and strong connections across Australia.

**106,021**

Healthcare candidates.



### Trust.

Built through our longevity in the industry.

**24**

Years working only in healthcare.

## KEY BENEFITS OF OUR SERVICE:

### BRIEFING AND RESEARCH

- Indepth briefing to truly understand your business and its needs
- **Market intelligence, insights and trends**

### MARKETING

- Optimal representation of your brand
- **Bespoke marketing campaigns**

### RECRUITMENT PROCESS

- Long list and short list of candidates
- **End-to-end management of the interview process**
- Interview guidance
- **Fully prepped candidates for interview**
- Robust reference checking
- **Offer management and salary negotiations**

### POST PLACEMENT

- Post placement engagement



- CANDIDATE MARKET MAPPING
- CONFIDENTIAL SEARCH
- INDUSTRY SPECIFIC JOB DESCRIPTION & ADVERT WRITING
- PAYROLL SERVICES
- RECRUITMENT COACHING FOR MANAGERS

## FLEXIBLE RECRUITMENT OPTIONS:

PERMANENT | **CONTRACT** | TEMPORARY  
**RETAINED** CONTINGENT | **EXCLUSIVE**

In today's healthcare environment it is important to have flexibility in your workforce; and our business provides the candidates to meet your changing needs.

Your business can have the benefit of experienced people without the on-going commitment of headcount.

A flexible labour force allows agile businesses to recruit in this new environment.

- ✔ Contractors have specialised skills and are commissioned to undertake specific projects
- ✔ Contractors support through periods of peak activity when your own resources are stretched
- ✔ Fast track project completion with specific skills
- ✔ Fill in gaps in staff absence; leave, departures, personal leave
- ✔ Provide skill specific mentoring to teams within your organisation
- ✔ Quality results will be delivered cost-effectively



## HOW WE FIND THE CANDIDATES YOUR BUSINESS NEEDS

Our integrated multi-channel marketing campaigns are designed to engage candidates – even when they are not ‘actively’ looking to move positions.



We consistently engage across social media platforms, through video content, podcasts, regular email campaigns and direct one-to-one communications.

In addition, we partner with the world’s best recruitment technologies to:

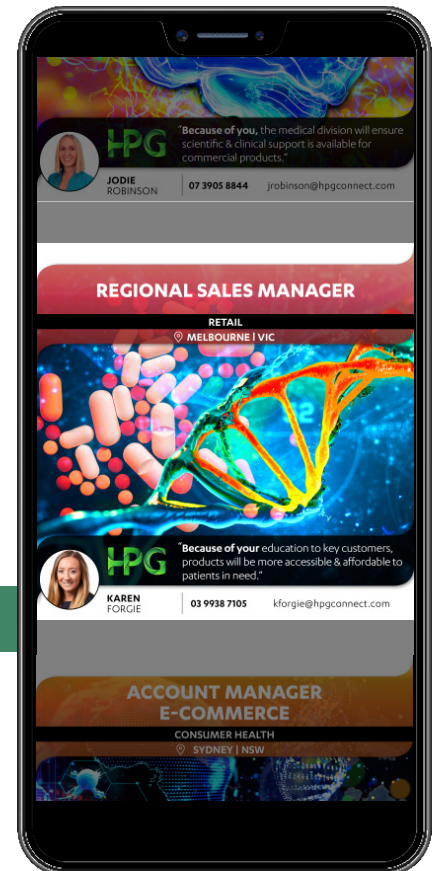
- ✔ Track the candidate market
- ✔ Be across any new candidates – specific to healthcare marketing & sales
- ✔ Engage in real-time with new candidates



## HOW WE PROMOTE YOUR ROLES

**BESPOKE MARKETING CAMPAIGNS** – on social media platforms to engage and attract talent for specific positions, all designed for mobile optimization and with unique imagery

- Individual role specific marketing
- **Unique imagery**
- Across multiple social channels
- **All designed for mobile optimisation**
- Database email campaigns



“Because of your education to key customers, products will be more accessible & affordable to patients in need.”

Bespoke quotes to detail the role and how it will impact the lives of patients to really connect with the candidate’s motivators.



## OUR AREAS OF RECRUITMENT EXPERTISE

SPECIFIC ACROSS LEARNING & DEVELOPMENT, MARKETING & SALES

### LEARNING & DEVELOPMENT



LEARNING & DEVELOPMENT SPECIALISTS

**LEARNING & DEVELOPMENT MANAGERS**

ORGANISATIONAL DEVELOPMENT MANAGERS

**TRAINING MANAGERS**

SPECIALISED LEARNING

**SALES TRAINING MANAGER**

SALES CAPABILITY MANAGER

### MARKETING



ASSOCIATE PRODUCT/BRAND MANAGERS

**BRAND/PRODUCT MANAGERS**

SENIOR BRAND/PRODUCT MANAGERS

**MULTICHANNEL MARKETING**

MARKETING MANAGERS

**MARKETING DIRECTORS**

DIGITAL MARKETING

**PUBLIC AFFAIRS**

COMMERCIAL ANALYST

**TRADE ACTIVATION**

TRADE MARKETING PEOPLE

**MARKETING ANALYSTS**

CATEGORY MANAGERS

**CUSTOMER EXPERIENCE**

CORPORATE COMMUNICATION

### SALES



SALES REPRESENTATIVES ACROSS ALL HEALTHCARE VERTICALS

**CORPORATE / KEY ACCOUNT MANAGERS**

ADMINISTRATION SUPPORT

**BUSINESS DEVELOPMENT MANAGER**

EXECUTIVE

**PEOPLE MANAGER & LEADERSHIP ROLES**

REGIONAL & NATIONAL SALES MANAGER

**HEALTHCARE INFORMATION TECHNOLOGY**

MANAGEMENT

**SALES DIRECTOR**

GENERAL MANAGERS & CEO

**SALES ANALYSTS**

SFE ANALYSTS

**BUSINESS INTELLIGENCE**

ANALYSTS

**CRM ANALYTICS**

### SUPPORT



CLINICAL SPECIALISTS

**NURSE EDUCATORS**

APPLICATION SPECIALISTS

**PRODUCT TRAINER**

## MEET OUR TEAM WORKING SPECIFICALLY ACROSS SALES, MARKETING & LEARNING & DEVELOPMENT

### SOUTHERN STATES VIC / TAS / SA / WA & NEW ZEALAND



**NATALIA FIOCCA**  
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### NORTHERN STATES NSW / ACT / QLD / NT & NEW ZEALAND

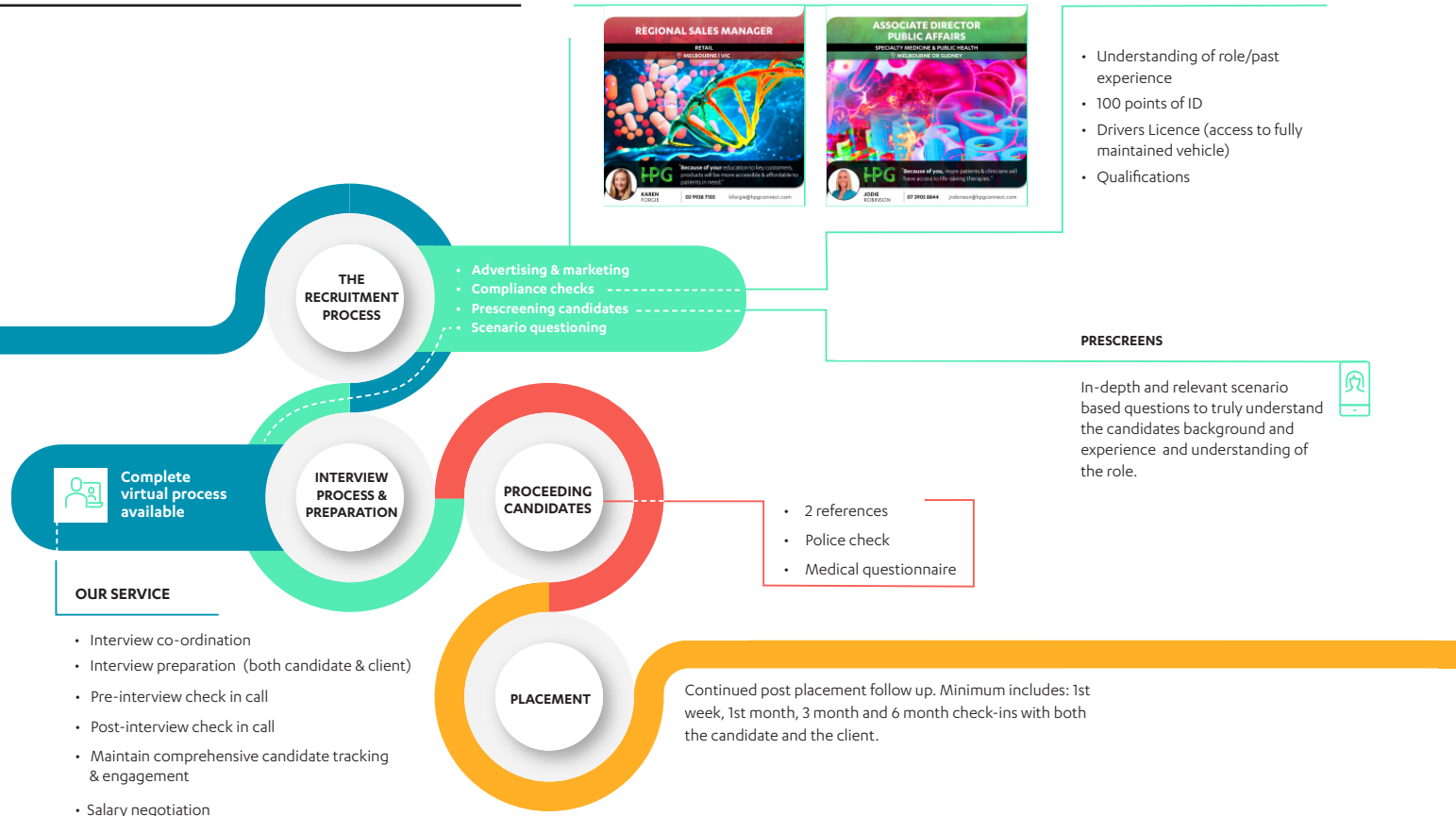


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# A TYPICAL RECRUITMENT JOURNEY



## OUR CONTINUOUS COMMITMENT TO YOU

- ✓ Find the people with the right skills, experience, attitude and culture fit for you
- ✓ **Interview based on competencies and emotional intelligence to find the people who can grow with you**
- ✓ Recruit the right person so you can retain your top talent as your business grows
- ✓ **Provide quality in our candidates and our service**
- ✓ Provide market insights that will enhance your business
- ✓ **Be a continued support and coach to your managers on recruitment activities**