



# HEALTHCARE COMMERCIAL

SALES, MARKETING & ANALYTICS

## 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.**



## OUR BACKGROUND

**Dr. Glenn Carter** formed Healthcare Professionals Group in 1997 following a career in clinical healthcare and the pharmaceutical industry. Dr. Carter is qualified in Medicine with a PhD and MBA.

Healthcare Professionals Group (HPG) now has 45 employees across Australia and considerable experience in sourcing specialist healthcare candidates.

Our leadership team and recruitment consultants have significant knowledge of the healthcare industry with expertise and credibility in recruiting across commercial, not-for-profit and government organisations.

We are highly regarded for our commitment to quality recruitment practices and knowledge of the healthcare industry and our experience allows for the delivery of timely, competitive services.

## OUR VALUES AT THE CORE OF EVERY RECRUIT



### KNOWLEDGE

Of every aspect of the healthcare ecosystem

**45+**

Highly qualified and healthcare experienced staff



### CONNECTIVITY

Broad networks and strong connections across Australia

**119K+**

Healthcare candidates



### TRUST

Built through our longevity in the industry

**25**

Years working only in 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.

## WHAT SETS US APART

- ✓ Quality over quantity
- ✓ **A dedicated point of contact with the support of a wider recruitment team**
- ✓ Extensive industry experienced consultants
- ✓ **Face to face interviews with all candidates prior to submission**
- ✓ Full CV profile tailored to the job brief
- ✓ **Interview coaching for candidates and clients**
- ✓ Advise and assistance on writing resumes and job descriptions
- ✓ **Articles with regards to industry topics and tips for candidates and clients**
- ✓ Extensive data base 119k+
- ✓ **Specialist across all areas of healthcare recruitment providing a one stop shop**
- ✓ Attendance at industry conference and seminars to continually increase knowledge and grow networks



## 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:

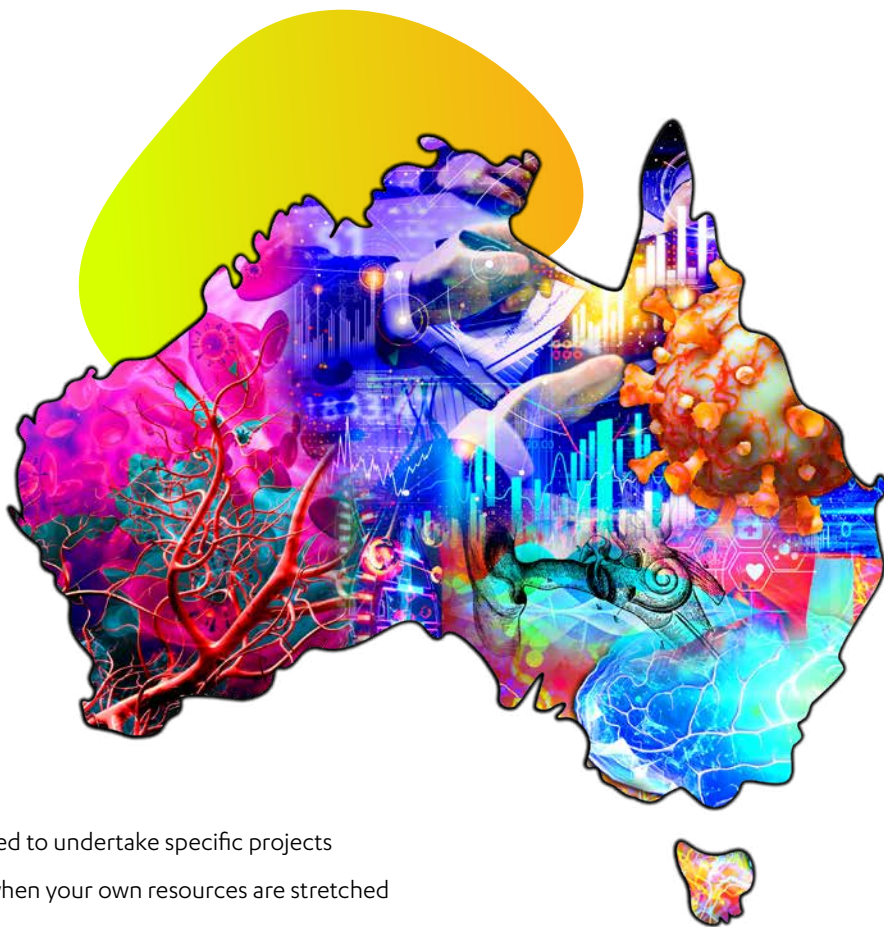
PERMANENT | **CONTRACT** | TEMPORARY  
**RETAINED** CONTINGENT | **EXCLUSIVE**

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:

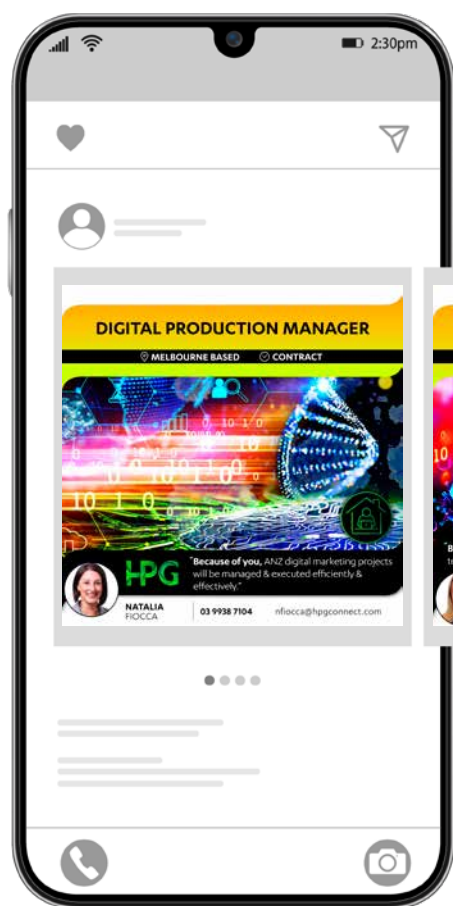
- ✓ Track the candidate market
- ✓ Be across any new candidates – specific to healthcare marketing & sales
- ✓ Engage in real-time with new candidates



## 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 AND LEARNING & DEVELOPMENT



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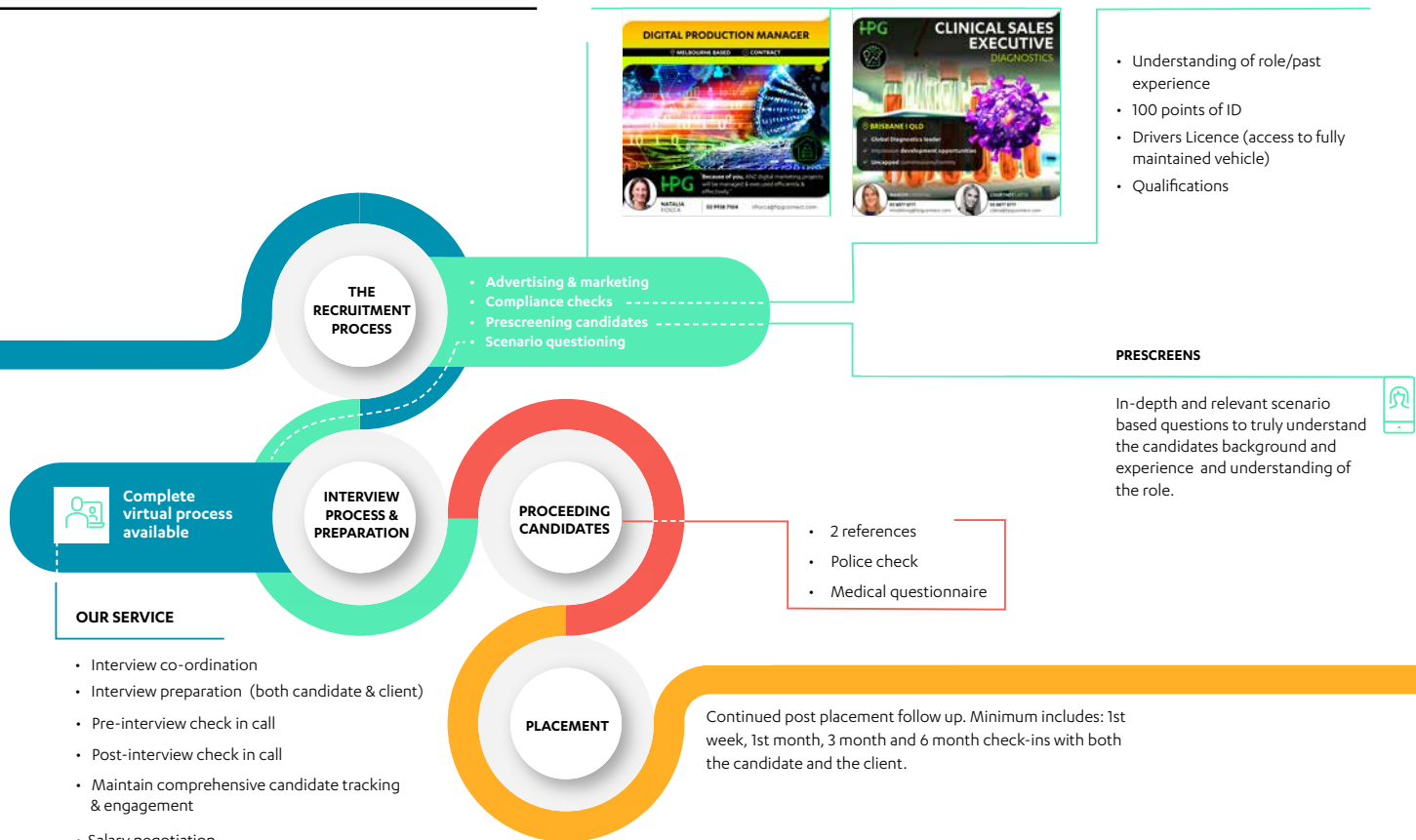
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## A TYPICAL RECRUITMENT JOURNEY



## 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**