

High-Quality, Affordable Benefits Help Plastic Surgery Center Attract, Retain Top Talent



Industry
Healthcare



Location
Texas



Number of
Employees
140+

The Snapshot

As this Dallas-based plastic surgery center experienced rapid growth, the difficult task of finding top-tier, affordable benefits to help attract and retain talent became a priority.

G&A's full-service solution – including access to competitive, affordable benefits – helped this thriving small business improve recruiting efforts and return their focus to practicing medicine.

The Details

Client Challenge

Running a premier plastic surgery facility that provides comprehensive care for patients requires the best talent in the medical field. **But as the center expanded and the need to hire more staff increased, two issues arose: the ability to compete with hospitals for talent and the time to manage a growing staff.**

The facility's president quickly discovered that their benefits plans weren't keeping pace with more competitive packages that hospitals were offering, yet finding high-quality, affordable plans was proving difficult. The increased staff size also meant the president and doctors were spending more and more time managing daily HR functions in addition to caring for patients.



G&A Solution

G&A Partners' full-service solution, including HR support, payroll administration, and compliance help, allowed the doctors to return their focus to practicing medicine. But G&A's experience with benefits stood out even more. **With G&A's guidance and affordable plan options, the healthcare organization was able to design a more competitive benefits package that could compete with hospitals for top talent.** Even as competition for talent grew in a tight job market, G&A's HR experts worked with the organization to develop a bonus incentive to help attract talent.

The healthcare organization discovered additional benefits in G&A's Talent Management and Performance Management systems. Before G&A, the center would hire trainers to teach classes at the facility at designated times. The HR director realized many of the required OSHA trainings are available within G&A's large, on-demand, course catalog. As a result, they now assign courses to employees who can complete them at their desk at a time that fits their schedule, while the HR director can easily monitor coursework and track training requirements.



The Impact

- ▶ Hiring G&A to manage its HR administration filled a critical need and fit the center's budget.
- ▶ G&A negotiated better benefits rates, giving the surgery center a package that competes with hospitals for top talent.
- ▶ A streamlined process with state-of-the-art technology helped reduce strain of onboarding and offboarding.
- ▶ HR director regularly consults with G&A's HR experts on how to manage unique personnel issues.