

CUSTOMER STORY



Mindstrong Finds Sourcing and Hiring Efficiency with Gem

Mindstrong Health is a mental healthcare company that's tackling one of the industry's most difficult challenges: creating a new virtual care model for people living with serious mental illness (SMI). Founded in 2013, the company is shifting the paradigm of traditional treatment through virtual care delivery and digital measurements like passive smartphone usage. The data from these smartphone interactions, powered by machine learning, helps clinicians gauge emotional valence and mental acuity and predict how an emotional state is trending so they know when to reach out with proactive, targeted care.



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Sandra Osorio
Clinical Recruiter

**Company Overview:**

- Mountain View, CA
- Health Tech
- 150+ employees
- mindstrong.com

Pain points / Challenges:

- Lacked a single solution for email follow-ups
- Recruiters used disparate spreadsheets and email finding and reminder tools to keep track of outreach
- Little visibility into recruiting metrics like passthrough rates in the hiring funnel

Results with Gem:

- Recruiters can set-and-forget sequences rather than sending one-off InMails, ultimately increasing response rates
- Gem eliminated the reliance on spreadsheets and tools by auto-logging activity, supporting reminders, and surfacing email addresses and prospect information
- The team has a complete view of its pipelines and can observe where its process needs attention to improve passthrough rates

In May of 2020, Mindstrong raised \$100 million in Series C funding. When Erica Law came on as Talent Manager in January of 2020, “we were at 80 employees,” she says. “It’s nine months later, and we’re now around 150. And our membership has grown during the pandemic.”

Erica came to Mindstrong from Lyft, where she had been using Gem. “When I first came to Lyft, I sat next to another sourcer whose numbers were perpetually higher than mine. I’d look at her outreach numbers; I’d look at her response rates. And I was so confused because we were clearly putting in the same number of hours; yet her numbers were twice, three times what mine were. She let me struggle for a while, and then one day she very casually mentioned Gem—it was called ZenSourcer at the time. That changed everything. Suddenly I didn’t have to go back to every outbound message and manually re-ping people, and I just watched my numbers go up. I knew that Gem would have to come with me wherever I went next.”

“I’ve been in recruiting for 12 years now; Gem was an eye-opener”

Stephanie Maddock, Senior Recruiter, was at Mindstrong before Gem was brought on. “Prior to Gem, we were doing all of our sourcing through LinkedIn Recruiter. I’ve been in recruiting for 12 years now, and LinkedIn Recruiter has been my primary tool. Gem was an eye-opener. We have access to email addresses now. We have access to a sequencing feature. We were doing very little follow-up on LinkedIn because it requires so much organization and manual input. They were mostly

one-and-done outreaches. With Gem, I send an initial reachout and schedule follow-ups to go out two, five, and 30 business days later. Often it's that second or third follow-up that gets a response. For example, I had a recent sequence for a data engineer that saw a 36% response rate. 15% of those responses came from the second and third emails. Those are emails I simply wouldn't have sent if I was still doing my outreach on LinkedIn. That's a *lot* of additional interested talent thanks to Gem's automated follow-ups. Month-over-month I see increases in response rates—which is especially impressive when you're recruiting engineers."

Sandra Osorio, Clinical Recruiter, says that prior to Gem, "I was using a lot of spreadsheets to keep track of whom I'd reached out to. I used Boomerang for follow-up reminders; but I'd still have to copy-and-paste, change the recipient's name, delete and add new personalization. It was very time-consuming. At the time I was working for a staffing agency, and one day a coworker said, 'I found this amazing tool called Gem.' We onboarded ourselves and built some very strong pipelines: like Erica, I just watched my numbers go up. No more tracking things on disparate spreadsheets. At Mindstrong I'm still building pipelines; a lot of what I'm using Gem for right now is planning. Gem allows you to build pipelines and craft campaigns in the meantime, and even start nurturing relationships before hiring ramps up. So the moment we hear we need to hire this role for this location, everything is set to go."

"Gem has helped us create a more efficient funnel and stay awake to candidate needs."

Gem's Pipeline Analytics have helped Sandra recognize patterns in the hiring funnel and iterate appropriately. "We had a clinical assessment that a lot of people were failing; we looked at our passthrough rates in Gem and saw the percentage of candidates who were dropping out at that stage in the process. So we decided that instead of making all candidates go through a simulation interview, we'd give them the option of completing a home assessment test. Gem helped us uncover a pattern and work toward clearing that hiccup in the funnel, which will mean increasing the number of qualified candidates who pass through to the next stage. Gem has also done wonders for team collaboration, because the team has visibility into what the highest-performing sourcers are doing to get the numbers they get. They can iterate on best practices based on their teammates' successes."

Stephanie agrees that visibility is one of Gem's greatest gifts, no matter the specific flavor of recruiting. "I'm on the eng side of things, Sandra is more clinical, and Erica is focusing more on business ops and management. But we all have access to the data we need. For me, Pipeline Analytics and passthrough rates are invaluable, because I have instant visibility into where candidates are dropping out or sitting in stages, and where I need to optimize our process. Gem also increases our visibility in the market, because I can now access groups of candidates that may not be active on LinkedIn



or checking their InMail. Now, more prospective candidates know who Mindstrong is, which obviously opens the pool for us. And the more outreach Gem helps us do, the more qualified talent we're bringing in."

Erica is using Gem primarily for Pipeline Analytics and its reporting features. "I'm doing less outbound sourcing these days, but I'm using Gem for a daily bird's-eye view and to pull a weekly report for our exec team. I use Gem for all of our reporting—recruiter activity at the top of the funnel, passthrough rates, forecasting. I'm looking at our H1 hirings right now," she says. "We hired 65 people. 52% applied directly, 35% came from referrals, and 13% were sourced through Gem. What's amazing about those numbers is that sourcing got put on the back-burner for the first part of this year; with everything going on in 2020, we just didn't have time to do it. And yet 13% of our hires came from Gem, even though that wasn't where *our* energy was going. Now that we have more people on the team, we'll be reinvesting time and focus into sourcing again. With Gem, I'm excited to see what that will look like for us."

To learn more about how Gem can help your team, visit gem.com or contact us at info@gem.com



Gem is an all-in-one recruiting platform that integrates with LinkedIn, Gmail, Outlook, and your ATS. We enable data-driven, world-class recruiting teams to find, engage, and nurture top talent.