



Customer story

# Casana scales hiring for technical roles to meet the speed of business

Greenhouse Sourcing Automation provides a path to finding a larger volume of talent, fast

greenhouse + casana

The challenge

Finding high-quality  
candidates at scale requires  
a strategic outbound solution

Greenhouse solution

Casana decreases manual  
processes and sources  
candidates more efficiently  
with Greenhouse



## Fast facts

2018

year founded

27%

of employees  
work remotely

60+

employees



# About Casana

Casana brings together a team of engineers, scientists, clinicians and business people to change the way healthcare does business. The company's Heart Seat™ enables effortless, integrated and consistent in-home health monitoring by capturing key clinical measurements, including heart rate, blood pressure and blood oxygenation. Their goal is to assist medical teams with monitoring chronic conditions beyond the four walls of the hospital.

To develop this kind of cutting-edge technology, Casana hires a variety of technical and specialized roles from software engineers to algorithm engineers.

## The challenge

Hiring high-quality talent for technical roles is a major priority for Casana so they can continue developing innovative technology that improves patient outcomes and care team experiences. However, finding and hiring top talent at scale requires a strategic outbound sourcing solution – one that offers personalized messaging to attract prospects, automatically sends follow-up communications and entices them to reply.

However, they quickly learned that many of the strongest candidates are already employed – this meant creating additional strategies to proactively nurture candidates for the long term. To accomplish both their immediate and long-term candidate sourcing goals, Casana's talent team needed a solution that would enable recruiters to build personalized nurture campaigns combined with automatic follow-ups with prospective candidates at scale.

Jared Henrie, Casana's Technical Recruiter, explained, "If you want to stand out and make an impression with top talent, you have to be the one doing the outbound outreach and make it both personal and captivating."



Jared used sourcing tools in past roles to find prospective candidates, but had difficulty following up with those candidates due to the tools' limited functionality. Because of this, he had to rely on more manual processes for tracking and following up with candidates, resulting in lower response rates. As Jared shared, "I had to do a lot of work to set myself manual reminders because I had no way of following up otherwise. I had a handwritten running list of people I was trying to stay in touch with."

## The solution

When Jared learned that Greenhouse had launched an integrated outbound sourcing solution called Greenhouse Sourcing Automation (GHSA), he was excited to see if it could address his pain points.

Casana implemented GHSA in Spring 2022 and immediately started seeing the benefits of increased workflow efficiencies, fewer roadblocks and more engaging candidate communication capabilities.

**"Sourcing candidates used to take me seven steps, with plenty of manual work. Now with Greenhouse Sourcing Automation, I'm able to complete my process in just two steps."**

**Jared Henrie**, Technical Recruiter at Casana

"We love the ability to create campaigns for technical roles, personalize messages from the Chrome extension and automate follow-ups without purchasing add-ons," Jared said. What's more, Casana has filled multiple specialized roles with the new GHSA all-in-one solution and received positive feedback from candidates expressing appreciation for the personalized and frequent follow-ups tailored to their work experience and skill sets.


# The results

Within five months of implementing Greenhouse Sourcing Automation, the number of prospects Casana added to Greenhouse Recruiting increased by 475%. The Casana team's primary goal for 2023 is growing their talent pool by extending their reach and sourcing candidates from diverse job boards.

As for those niche and hard-to-fill roles that are business-critical to Casana, such as algorithm engineers, Jared shared that GHSA's unique personalization features have been very effective.

"We've seen an 84% email open rate and a 42% response rate for algorithm engineers and a 70% email open rate and 25% response rate for data engineer roles," he said. "Greenhouse Sourcing Automation makes it easy for me to efficiently create personalized, professional messages for prospects in a scalable way."

As Jared explained, "Greenhouse Sourcing Automation can scale with me as the team grows, but can still be used during slower parts of hiring." That means Casana's talent team is able to efficiently grow the business by finding candidates who are passionate about creating a product that actively benefits the lives of their customers, now and into the future.



"Greenhouse Sourcing Automation is here to stay because it has everything we need to source quality candidates. And all the features that are added prove that Greenhouse is taking feedback from their customers."

**Jared Henrie**  
Technical Recruiter at Casana



Greenhouse is the hiring operating system for people-first companies. Our industry-leading software brings a structured hiring approach to any company's process, helping to promote more fair and equitable hiring practices and more data-driven decisions so companies can continuously get better at hiring.

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