

## Case Study: Forest Pharmaceutical and MedReps

With approximately 3,000 sales reps company wide, Forest Pharmaceuticals has an ongoing need to connect with qualified industry professionals. Since 2009, MedReps.com has been helping to meet that need. Jenna Berry, an HR Generalist supporting Forest's field sales team, has been with the company less than one year, but she's already seen the important role MedReps plays in their sourcing process.

"We use our job postings on MedReps to drive applicants back to our career site, and we see quite a lot of traffic from MedReps," Jenna explains. Forest also posts jobs on Monster, but Jenna says MedReps delivers candidates with more targeted experience. "Applicants from Monster are more likely to only have general sales experience, or no experience at all."

While Forest will consider candidates from any background, ideally for territory rep positions, they're looking for candidates with 1-2 years of pharmaceutical or business to business sales experience. MedReps strives to deliver this ideal. The mix of business to business and entry-level pharma candidates that make up a significant part of the MedReps audience make Jenna's job that much easier.

The job posting process on MedReps is also designed to ease the load of Jenna and the rest of her team. "We all really appreciate the ease and efficiency of posting and

### A simple process that results in the *right* kind of candidates.

- Compared to Monster, MedReps candidates more likely to have the necessary experience
- MedReps job posting process much simpler
- Average 7 hires per year from MedReps

editing jobs on MedReps," Jenna explains. "Compared to Monster, it's a much simpler process."

When asked about the number of resumes it typically takes to fill a position, Jenna says it really depends on the position. Like most companies, Forest has a tougher time filling jobs in remote locations. Jenna offers Brainerd, Minnesota as an example. While she received about 80 applications for the sales rep position there, only a "handful" were qualified for the job. In a city like Chicago, however, she may find 20+ qualified candidates (out of 200+ applicants).

No matter where the position is located, the Forest recruiting team has come to count on MedReps to help attract qualified candidates. In fact, Forest has averaged 7 hires per year from MedReps since they started posting on the site in 2009. MedReps strives to deliver an increasing number of qualified applicants and exceed expectations in all areas.

