

Case Study: Merit Medical and MedReps

Dimitri Clark knows what it takes to find top candidates. He's made a career of it, first as the branch manager of a well-known staffing agency, and for six years now, as the Director of Recruiting at Merit Medical, a global company that develops, manufactures, and distributes disposable medical devices. Dimitri oversees all recruiting at Merit, and in doing so, uses a variety of sourcing methods – social networks, referrals, direct sourcing, and of course, job boards. Merit posts jobs on a variety of job sites, but for sales positions, Dimitri uses MedReps.com.

Like so many industry professionals, Dimitri learned about MedReps through word of mouth. In his first years with Merit, they typically hired business to business sales professionals and then taught them the specifics of medical sales and Merit's products. However, the acquisition of a new division shifted the candidate profile, requiring sales reps with medical device experience. Managers within the new division had found success with MedReps in hiring for their team in the past and suggested Merit might try it to find sales talent in other divisions as well. Dimitri saw the potential of the niche medical sales site and became a customer in February of 2009.

More than 3 years later, Dimitri is still happy with the results they see from MedReps. A report for the first 3 quarters of 2012 revealed an average of 24 applicants per job posted for a total of 290 applications.

When industry experience is a must, MedReps delivers.

- MedReps came recommended for candidates with industry experience
- 3 years of success on MedReps
- YTD In 2012, average 24 applicants from MedReps per job posted

Merit's biggest challenge in hiring sales reps is aligning the financial expectations of applicants to the reality of the job. "Merit has hundreds of disposable products that involve a higher volume of sales and larger territories than many device reps are used to," explains Dimitri. Medical equipment reps aren't always willing to make the shift to consumables because of the type of sales, number of products to sell and differences in compensation. Not all departments require device experience though, he explains. Some teams will consider pharma experience, particularly if it's less than 5 years, and others still consider candidates with solid business to business product sales experience that don't have any medical sales experience.

MedReps strives to provide Merit with candidates who have the various types of experience they need, and Merit, now in its 4th year with MedReps, is consistently satisfied with the quality and quantity of applicants they receive.

