



CASE STUDY

SCALING HR THROUGH EMBEDDED RECRUITING IN A MENTAL HEALTH COMPANY

INTRODUCTION

A New York-based mental health company specializing in OCD and anxiety treatment was growing rapidly but lacked foundational HR and recruitment infrastructure. With the founder highly involved in hiring, it needed more than a staffing agency—it needed an embedded partner.

CHALLENGE

- Minimal candidate pipeline
- No structured recruitment process or tools
- Limited visibility on platforms like LinkedIn and Indeed
- High-touch expectations from leadership, especially for clinical roles

SOLUTION

Amplêo HR embedded Savana Tejada as a dedicated HR consultant, integrating directly into the company's team. Savana built a full-scale hiring infrastructure and modernized its processes:

- Developed job descriptions, scorecards, and offer templates
- Benchmarked compensation using tailored healthcare data
- Conducted sourcing via LinkedIn, Indeed, and licensure databases
- Modeled interview best practices by attending every interview
- Implemented onboarding processes and digitized HR systems

PARTNER EXPERIENCE

“We built everything from the ground up—recruitment tools, scorecards, compensation bands, compliance processes, and more. By embedding directly into the team, I was able to truly understand its operations, coach its leadership, and establish a sustainable HR foundation that will serve it long after the engagement ends.”

— **Savana Tejada**
HR Consultant, Amplêo HR

RESULTS

- **Received 54 applications** (up from 17) in a single cycle
- **Reduced hiring cycle to 25 days**
- **Standardized processes** for hiring, compensation, and compliance
- **Provided long-term assets**—hiring guide, audit tools, digital onboarding, and training resources

CONCLUSION

This project illustrates Amplêo HR's strength in embedded recruiting—offering strategic, in-depth support tailored to specialized industries like healthcare.