



CASE STUDY 2023 Siemens Healthineers



Q/A with Robert Dove, Head of Talent Acquisition
Great Britain & Ireland

The core objectives of the case study are to celebrate the early adopter mindset of Siemens Healthineers in investing in a software solution that can help them attract and place more qualified and diverse candidates. For Get-Optimal, the case study will provide primary and secondary insights to companies evaluating whether to move their teams to Get-Optimal.com.

Tell me about you, your role and your responsibilities.

I'm Robert Dove, Head of Talent Acquisition Great Britain & Ireland at Siemens Healthineers.

Business Overview

Siemens Healthineers is a leading MedTech company with over 125 years of experience. Our portfolio, from in-vitro and in-vivo diagnostics to image-guided therapy and innovative cancer care, is crucial for clinical decision-making and treatment pathways. We are a team of 66,000 highly dedicated employees across more than 70 countries, passionately pushing the boundaries of what's possible in healthcare to help improve people's lives around the world.

What were your Talent Attraction challenges before working with GO?

It is a challenging recruitment hiring landscape, reaching the most qualified, relevant and diverse candidates. At Siemens Healthineers, we embrace and encourage different viewpoints, backgrounds, experiences, expertise, and idiosyncrasies. We encourage our employees to be themselves and empower them to unleash their true potential. This allows different ideas and approaches to thrive. We knew we wanted to put specific focus on this to ensure our workforce continues to be representative.

What originally attracted you to GO in 2021?

I came across Daniel and Get-Optimal and ran some test Job Ads for some senior roles I was hiring for. I was hugely impressed by the time it took to optimise and return them and also how it optimised the content whilst retaining the specific tone of voice and brand of Siemens Healthineers. I knew my team and the wider business we work on behalf of would benefit.

Since you have been working with GO, what has been your overall experience?

Very positive, as it's always a two-way dialogue. Optimal has helped onboard and teach new team members and are a great addition to our DE&I initiatives. We're introducing how we're working with Get-Optimal across our entire portfolio!

With Siemens Healthineers renewed for another 12 months, what type of companies do you believe should be investing in Get-Optimal to optimise their Job Adverts for DE&I and maximum online performance?

What company doesn't need help from experts to automate their Job Ads for DE&I whilst improving the quality of the candidates they attract?!