

Modernizing technology for improved outcomes

Optimizing resource onboarding through connected talent acquisition journeys



United Health Group

UNITEDHEALTH GROUP®

Our client

Number five on the Fortune 100, UHG leads the development of a more modern, progressive and effective health system via its UnitedHealth Care and Optum brands.

The situation

When you hire 60,000 people a year, your recruiting portal garners lots of attention and plenty of hits. UnitedHealth Group selected Horizontal to overhaul this popular destination with a new career brand, new functionality and a more engaging experience for candidates. Our partnership included the experiences to support all aspects of talent hiring and operations for UHG including:

- Modern makeover for UHG Talent recruiting tailored to end-to-end experiences for job seekers
- Develop employee value proposition and build new internal careers page through Horizontal Digital
- Staff a team trained to optimize employment marketing through Horizontal Talent

UNITEDHEALTH GROUP

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Integrating medical, pharmacy and behavioral services

We are working to make the pharmacy more connected, more transparent and less fragmented to help ensure every American can access the medications they need when they need them.



Our approach

We are seamlessly integrating our medical, pharmacy and behavioral capabilities to treat the whole patient.

We are supporting the discovery of new drugs and treatments.

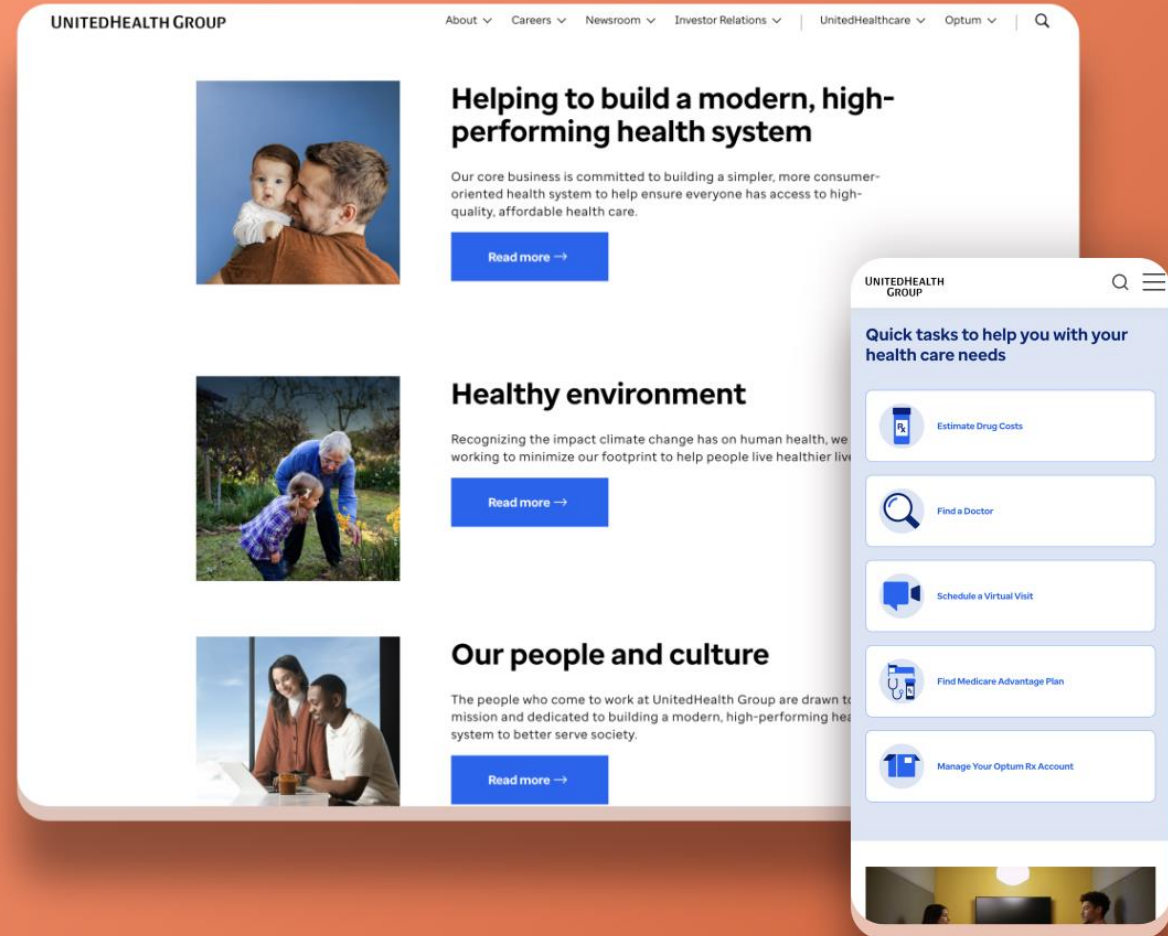
We are expanding our direct-to-consumer offerings so people can access the medicine they need with or without traditional benefits.

What we did

Our relationship with UnitedHealth Group (UHG) began in 2008 when we dug deep into the brand story and value proposition for the redesign of their career and recruiting portal. The redesigned Careers site now provides information for a variety of job seekers with varying information needs--from recent college graduates interested in entry-level positions to experienced professionals looking for management-level opportunities.

Horizontal also partners with UHG to provide consultant services and contract to hire talent development across a variety of skill sets including:

- Project Management,
- Communications,
- Creative,
- User Experience,
- Development,
- Testing, and more.



Outcomes

This approach paid off with millions of site visitors each year—that's 40,000 to 50,000 unique visitors per week. Ranked as the #1 job search portal by Finley and #14 by Forbes.

- Won the eHealthcare Leadership Award for Best Recruiting Website, a Webby finalist, and won Sitecore's Site of the Year for Best Recruiting Website and was an ERE finalist for Best Corporate Website.

More results

130+

active consultants across US and India

1000's

of contract placements in
15+ years of partnerships

We're privileged to partner with some of the world's best healthcare brands

