

# MEDIA RELEASE

## For immediate release

From: Kasey McCulloch, Media Officer, Mercy Health

Date: Wednesday 10 August 2016

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## Mercy Health wins Asia Best Employer Brand Award

Mercy Health has been awarded 'Best Use of Technology for Recruiting' at the 7<sup>th</sup> Asia Best Employer Brand Awards during a gala dinner in Singapore. The organisation was recognised for its use of Sonru's video interviewing technology to simplify and streamline the recruitment process.

Mercy Health Group Executive Director People, Learning & Culture Kate McCormack said the organisation engaged Sonru through a collaboration with Enterprise Ireland, an organisation that assists Irish enterprises to flourish in global markets. Mercy Health's roots are deeply steeped in Irish history and the strong relationship shared with Sonru celebrates that heritage.

With 70% of organisational costs attributed to Mercy Health's people, Sonru's positive influence on both attraction and retention has been substantial.

"Sonru has enabled us to reduce our first round screening time by 80%, as well as go beyond a candidate's resume and gain an insight into their personality," explained Ms McCormack.

"The fact that we have been recognised at the 7<sup>th</sup> Asia Best Employer Brand Awards for our use of Sonru is a testament to our HR team which is constantly innovating to improve how we do business."

"Mercy Health's use of Sonru has markedly increased the calibre of candidates progressing to assessment centres and face-to-face interviews with respect to cultural alignment," continued Ms McCormack.

"An 81% employee engagement score demonstrates Mercy Health's sound recruitment and retention practices."

The Asia Best Employer Brand Awards are an international, all-encompassing awards program, recognising leading organisations and individuals across a variety of categories.

**- Ends -**

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