

# How Abano Healthcare Transformed Talent Acquisition with SmartRecruiters and Leoforce



## Introduction

Abano Healthcare, the largest dental support organization in Australia and New Zealand, operates over 230 dental practices across the region. Like many healthcare networks with extensive geographic footprints, Abano faced complex recruitment challenges — from sourcing qualified clinicians internationally to attracting domestic candidates for more rural and regional practices. Under the leadership of **Derek Del Simone**, Chief Talent Officer, the organization embarked on a transformative journey using **SmartRecruiters** and **Leoforce** to streamline, automate, and scale its TA operations.



## The Challenge: A Fragmented, Outdated TA Infrastructure

With over 25 years in talent acquisition, Derek was brought on by Abano to digitally transform the TA function and execute the team's always-on recruiting strategy.

Before implementing SmartRecruiters and Leoforce, Abano's recruitment processes were quite manual. The existing technology stack lacked basic features such as:

- ✦ Email and SMS integration
- ✦ Social media connectivity
- ✦ Multi-channel job board posting
- ✦ Real-time candidate communication tracking
- ✦ Data visibility and reporting

Derek described the legacy system as "not a source of truth," which resulted in delayed candidate engagement, limited scalability, and increased administrative burden on his team. Recruiting clinicians and support staff across Australia, New Zealand, and international markets — spanning multiple time zones — made efficiency and responsiveness a business-critical necessity.

For example, in New Zealand, it can take six to nine months from when they accept a job offer to obtaining registration and visas. If the time to hire is faster, Abano can initiate the onboarding process and generate revenue once the candidate starts.



## Always-On, Tech-Driven Recruitment Transformation

Derek has undergone several talent acquisition transformations and was ready to implement the necessary changes for Abano's recruiting team to transform.

Since Abano's talent acquisition team recruits across various time zones, Derek's focus was on investing in solutions and developing processes that enabled an always-on recruiting model.

This innovative model enables Abano's team to spend less time on administrative tasks and more time building human connections, while also being available to source, screen, engage, and schedule interviews with candidates, even when recruiters are offline.



### The results of having an always-on recruiting strategy are:

- ✦ Build a strong talent pool of clinicians and support staff
- ✦ Increase candidate quality and the experience
- ✦ Decrease time to hire and administrative tasks
- ✦ Speed up candidate engagement and response rates
- ✦ Improve work life balance for the recruiting team
- ✦ Boost recruiter efficiency and productivity





“Over the last six months, we’ve delved into our recruitment processes and return on investment and began to break it down by high volume roles and positions with high churn rates so we could invest in solutions that would help make smarter, more strategic hires”, said Derek

## Solution Deployment: SmartRecruiters and Leoforce Integration

Derek voiced his advocacy for introducing technology that eliminates administrative duties with a high human error rate or that places a significant burden on the team.




To kick off the talent transformation, Abano implemented **SmartRecruiters** as their Applicant Tracking System (ATS).

### SmartRecruiters - The AI-powered hiring platform. Built for what comes next—not what came before.

SmartRecruiters delivers the Intelligent Hiring Platform built for the scale, complexity, and urgency of modern hiring.

Derek went on to explain the SmartRecruiters features his team uses: “Our team uses all SmartRecruiters modules for tomorrow’s hiring needs. I’ve used them all in the past and they’re all effective, cutting-edge tools.”

SmartRecruiters became Abano’s source of truth, connecting the tech stack seamlessly through the:

-  **Outlook & Calendar Integration:** Enabled real-time scheduling and communication tracking.
-  **SMS, Email, and WhatsApp Integration:** Ensured multi-channel communication to reach candidates where they are.
-  **Job Board Syndication:** Streamlined posting to multiple platforms and increased visibility.
-  **Social Media Connectivity:** Enables amplified brand presence and increased candidate reach.

Abano’s recruitment team is structured to support both domestic and international hiring. The clinician-focused team operates across time zones to source dentists and specialists from global markets. As a result, having tools that support 24/7 candidate interaction, asynchronous communication, and targeted outreach was vital.



“Having technology that allows an always-on recruitment strategy is a game changer,” Derek said. “It allows the team to focus on relationships, not admin.”

## Leoforce’s Applicants on Demand

To further enhance Abano’s always-on recruiting strategy, Derek implemented Leoforce’s Applicants on Demand – a performance-based recruiting solution that sources, pre-screens, and engages candidates until they apply, then delivers applicants directly into the client’s ATS.

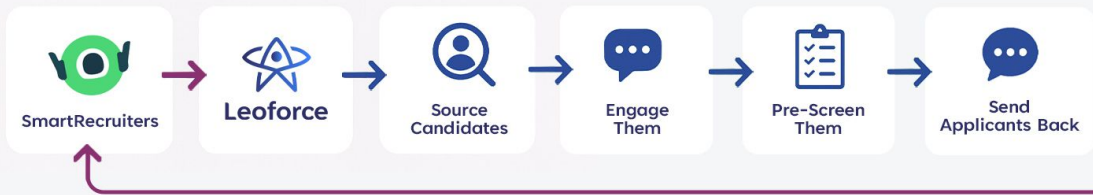
**“The Leoforce and SmartRecruiters integration was very easy, pretty much a plug and play, and was completed in about a week.”** - Derek Del Simone, Chief Talent Officer.


The **API integration between SmartRecruiters and Leoforce** was straightforward and implemented within a week. This enabled both platforms to work in tandem with minimal disruption.

Before Leoforce and SmartRecruiters, it would take Abano around two or three weeks to schedule interviews with international candidates.

Having tools like Leoforce and Smart Recruiters has reduced the time to interview for us. Now, our team books interviews within a week of a candidate applying. We get the applicant delivered from Leoforce into Smart Recruiters and the team can reach out straight away and automatically schedule an interview.

In the past, recruiters might have been hesitant to implement a new AI solution, but Leoforce’s Applicants on Demand doesn’t disrupt their workflow or require much adoption – it makes their job easier because recruiters receive up to 30 candidates a month in a relatively niche space. The team sees the value in it because the applicants are already pre-qualified, so all the recruiter needs to do is reach out to them with the next steps.



 "Leoforce helped us go from 1,000 cold emails with a 5% response rate to much more targeted campaigns with higher conversion, that's ROI right there." - Derek Del Simone, Chief Talent Officer

## Impact: The Recruiting ROI

After implementing SmartRecruiters and Leoforce, Abano's financial year review showed a:

In a healthcare hiring landscape where clinician roles saw a 5% decline in total hires year-over-year, Abano achieved a stellar 32% increase in clinician recruitment, despite the added complexity of international recruitment.

## Time to Interview Metrics

**75%**

decrease in time to interview from 3 weeks to 1 week.



## Candidate Engagement Metrics

**Before**

Leoforce Cold Email Response Rate

**5%**

**After**

Leoforce Nurture Emails Response Rate

**83.87%**

## Candidate Conversion Rates

Through Leoforce's Applicants on Demand, Abano Healthcare doubled their applicant to interview ratio.

Stage	Leoforce	Traditional Methods
Interview-to-Offer Ratio	3:1	7:1
Offer-to-Acceptance Rate	100%	87%

## The Power of Partnership

Beyond technology, Derek credits both SmartRecruiters and Leoforce for their strong, people-first customer support models. From sales to implementation to ongoing account management, both providers have proven themselves to be committed long-term partners.

"It's not just about the sale," Derek noted. "Both SmartRecruiters and Leoforce care about ensuring we're set up for success and that the tools drive outcomes for our business."

The open lines of communication and responsive support from both providers helped Abano optimize its platform setup, leverage best practices, and stay aligned with recruitment goals.



## Looking Forward: Scaling Smarter, Not Harder

- Abano's 2025 TA strategy focuses on refining its always-on model and enhancing processes to improve time and cost efficiency.
- ✦ **Automation of Administrative Tasks:** By reducing the time spent on manual follow-ups and sourcing, recruiters can focus more on enhancing the candidate experience and developing long-term hiring strategies.
  - ✦ **Tech Stack Optimization:** Continuing to add and evolve their processes and tools to boost their always-on recruiting initiative.
  - ✦ **Optimizing the Talent Pool in SmartRecruiters with Talent Rediscovery:** With thousands of candidates already in the system, the team focuses on tapping into this rich database before sourcing externally.

"We've got a great talent pool in our system, and looking at how Leoforce can engage and nurture those candidates will be a game-changer," said Derek - Chief Talent Officer



# Conclusion: A Blueprint for TA Transformation

Abano's transformation journey is a prime example of how the right combination of **vision, leadership, and technology** can elevate a recruitment function from a reactive to a proactive one. With SmartRecruiters and Leoforce working in tandem, Abano has built a modern, scalable, and efficient TA engine capable of meeting today's hiring challenges.

The measurable growth in clinician recruitment, improved ROI, and strengthened candidate experience all point to a recruitment strategy that is not only working — but one that's built to last.

"It's a long-term partnership, SmartRecruiters and Leoforce are helping us build for the future — not just solve today's problems." - Derek, Chief Talent Officer



## Want to Learn More?

### Leoforce

Leoforce's outcome-based AI powered solutions help organizations hire with speed, precision, and insight. Through the power of AI, Leoforce automates and enhances every step of the talent acquisition process, enabling smarter decisions and stronger hires. Trusted by leading brands such as Heartland Dental, Aveanna, and TransForce, Leoforce empowers businesses to build high-performing teams with ease.

[Learn more →](#)

### SmartRecruiters

SmartRecruiters, the Recruiting AI Company, enables enterprises to hire faster and smarter with its AI-powered platform. Trusted by 4,000+ companies—including Amazon, Visa, and McDonald's—it streamlines talent acquisition to build winning teams.

[Learn more →](#)

### abano healthcare<sup>group</sup>

Abano Healthcare, Australasia's largest dental support organisation, empowers over 750 clinicians across 250+ locations in Australia and New Zealand through well known brand. They handle operations so clinical partners can focus on delivering exceptional oral healthcare and patient experiences.

[Learn more →](#)

