



Association  
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**13th AEB HR Conference  
organized by the AEB HR Committee**

# **RUSSIA AND THE NEW REALITY FOR HR**

**22 March 2016**

**Intercontinental Moscow Tverskaya**



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## **SESSION II (HALL 'TATLIN'): FOCUSED RECRUITMENT**

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# **Dennis Kaminsky**

## **Chair of the AEB Recruitment Sub-Committee, Partner, FutureToday**

### ***SESSION 2: MODERATION***



# **Maria Alekseeva**

## **Manager of Recruitment & Employer Branding Department, McKinsey & Company**

### ***NEXT GENERATION RECRUITMENT: FROM BABY BOOMERS TO MILLENNIALS***



# **Inara Gerikhanova**

## **Employer Brand and Talent Sourcing Manager, Unilever Russia, Ukraine, Belarus**

### ***FUNCTIONALLY TARGETED TALENT SOURCING***



# Elena Kozlovskaya

## Head of HR, DOC

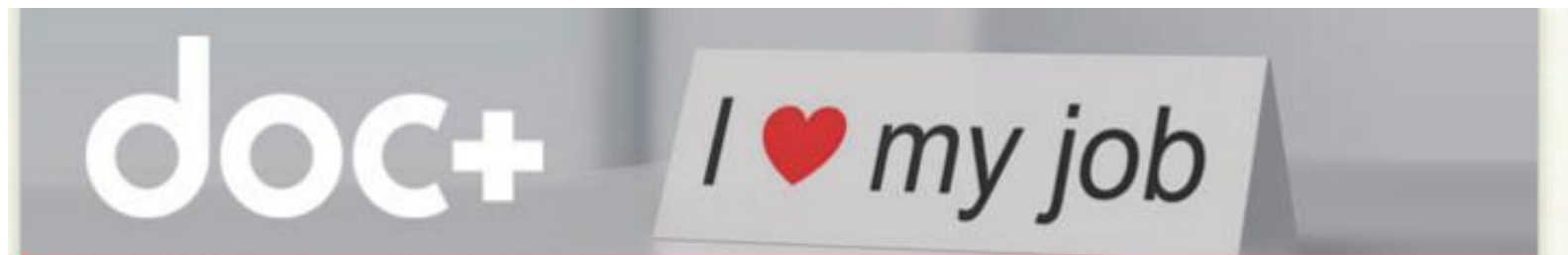
### ***ON DEMAND MEDICAL SERVICE: TALENT ACQUISITION CHALLENGE***



# **DOC:** Talent Acquisition challenge

Elena Kozlovskaya

Head of HR at **DOC** (DocOnCall.ru)



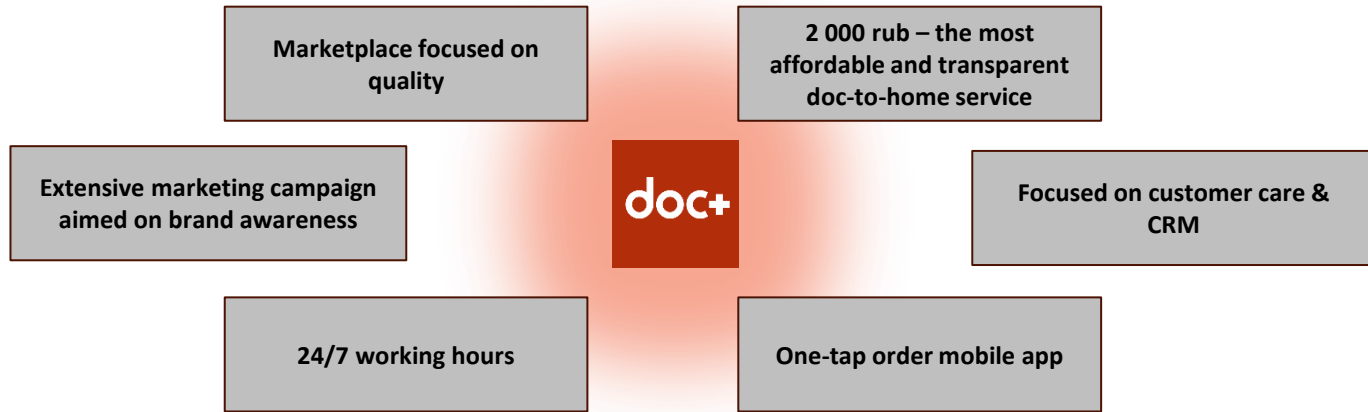


# What we are

## What DOC creates

New effective business model focused on quality & service

Vertically integrated marketplace where clients and doctors meet is win-win solution for all: doctors are fairly paid, while clients receive best-in-class services for affordable price.



**DOC mission is to make high quality healthcare affordable to everyone**  
**While reaching it, DOC will become the 1<sup>st</sup> household name for private healthcare in Russia**



- ✓ Almost **10000** executed calls from Oct 2015 and more than **5000** happy customers
- ✓ Customer care is the highest priority: Average satisfaction rate is **9,87**
- ✓ **Partnerships** with major players: Ingosstrakh, Alfa Insurance, Research Center for Obstetrics, Gynecology and Perinatology (n.a. Kulakov), etc.
- ✓ Over 50 therapists and pediatricians
- ✓ Operate **24/7** in Moscow and 10km area

## doc+география



## Вызов врача doc+

Круглосуточно для детей и взрослых. Выезд по всей Москве за 2 часа.

\*1003 ☎

+7 (499) 653-66-05

2 000 руб.

# Medical talent acquisition

## What doctors want:

- Stability and predictability
- Doing their job
- Good working conditions
- Social protection
- Attractive salary

## What startups typically offer

- Uncertainty
- Doing everything
- Working conditions out of focus at this stage
- Lack of social protection
- Attractive salary



# What DOC offered to doctors

- Strong **culture**, shared and accepted **mission and values** (Customer care/ Honesty and Integrity/ Transparency)
- Attractive **compensation** and working **conditions**:
  - pay-per hour salary 30% above the market
  - flexible working time, both permanent and temporary contracts available
  - paid transportation to patients (taxi/ company car with driver/ personal car)
  - very handy equipment
  - comfortable and good looking uniform
  - minimized paperwork
- **Training** and development opportunities
- Providing direct **feedback** from patients





# Recruitment outcomes

- **Active search** sources 80% of medical hires by now
- **Main sources** of candidates: job boards, social networks (FB, VK), referrals, DOC website
- **Recruitment funnel**: 1 hire/ 50 candidates
- **Turnover**: 8% among doctors (incl. involuntary: no culture fit, underperformance)
- **Engagement rate**: 71,2% (Jan 2016)

Motivated personnel, **high standards** of clients service, “**happy doctors concept**”, **competitive remuneration** plan, **innovative modern approach** to healthcare lead **DOC** to success



# Recruitment process



# Top 5 candidate's reasons for refusal to work with:

- No house calls (60% of all refusals): build trust and ensure personal security
- Medical office too far from home: opening new hubs, run “working from home” model
- No private business/ No startups – Major players (Insurance companies, Clinics) trust us
- Low salary – we provide very competitive package
- No work with young doctors



- Become an **Employer of Choice** for doctors
- Constantly improve employees' experience through technology and communications
- Launch graduate recruitment program
- Provide professional development opportunities
- Run flexible working hours scheme

The logo for doc+ is displayed in white text on a dark grey background.A white sign with a red heart symbol and the text "I ♥ my job" is shown on a grey background.



**Thank you!**

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**SESSION II (HALL 'TATLIN'):  
EXPERTS' PANEL DISCUSSION  
"THE MOST  
TOPICAL LABOUR LAW ISSUES  
UNDER THE NEW REALITY"**

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# **Evgeny Reyzman**

## **Deputy Chair of the AEB Labour Law Sub-Committee, Counsel, Baker & McKenzie**

***MODERATION***



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# **Marina Ryzhkova**

## **Partner, Dentons**



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# **Sergei Kuksa**

## **Partner, Personnel Law Bureau (PLB)**